GEORGE STEERE & SONS

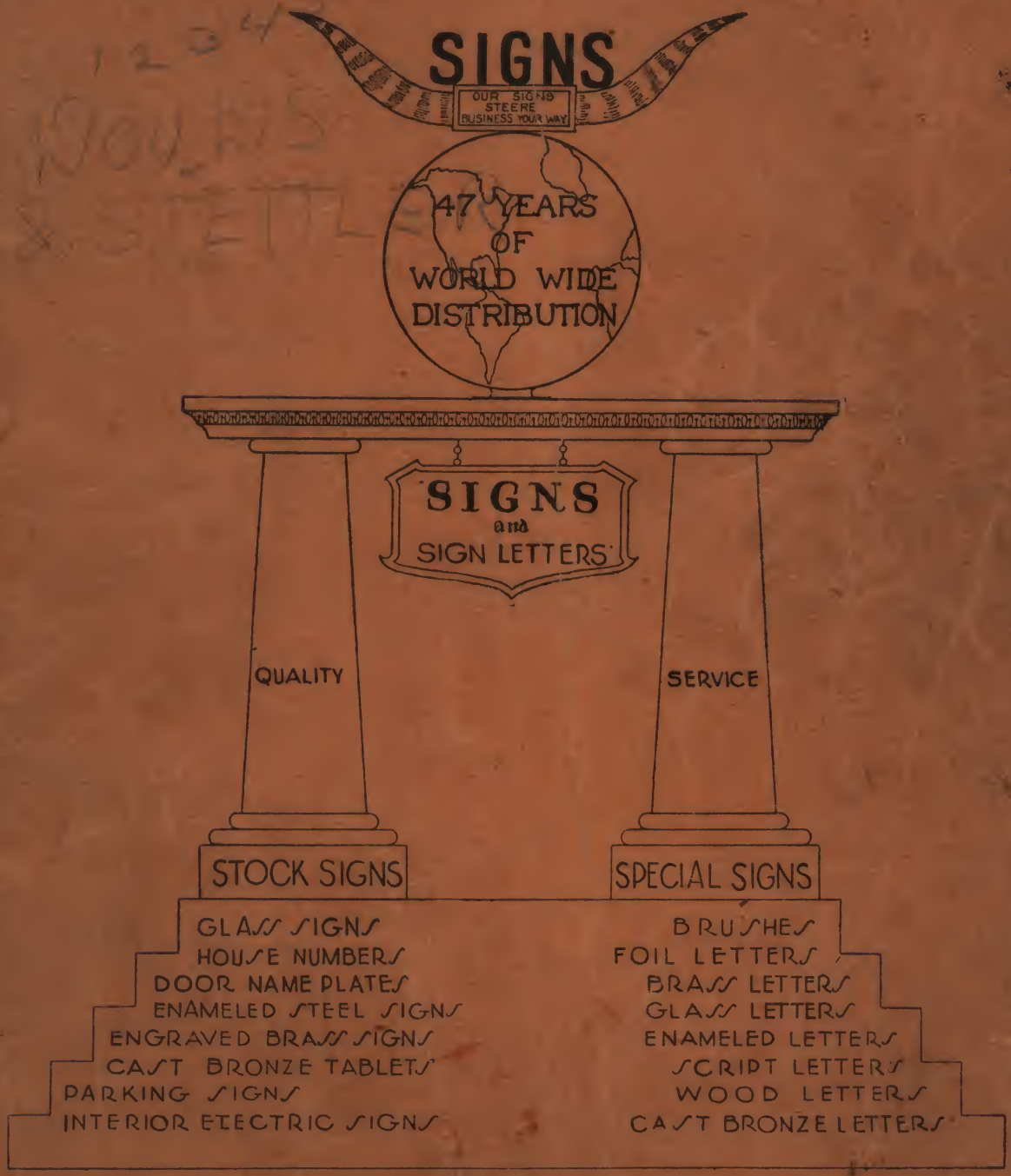
(ESTABLISHED 1882)

434 SOUTH DEARBORN STREET

CHICAGO, ILL.

CATALOGUE NO 38

MARCH, 1929.



"IF IT IS A STOCK SIGN, WE HAVE IT."

BRONZE

THE METAL EVERLASTING

The hardness and resistance to oxidation of bronze fit it admirably for sign work. Many ancient bronze coins have come to us but little deteriorated, though buried for ages in damp soil, or immersed in water.

Cast Bronze Tablets, Plaques, Name Plates, etc., never deteriorate. They will never wear out.

SEE PAGE THIRTY-THREE

BRASS

Second only to cast bronze.

ENGRAVED BRASS signs, because of their highly polished surfaces, demand attention.

LETTERS DEEP CUT FOR LONG LIFE.

See Pages thirty and thirty-one

A Message to You—

Read Carefully Before Ordering

SERVICE

Since 1882, when this firm was established, we have attempted to give efficient service, but the utmost in efficiency cannot be had unless you co-operate with us.

By observing the following suggestions you will help us to ship your orders promptly.

CREDIT

We are always willing to open regular charge accounts with our customers who are properly rated in Dun or Bradstreet.

If not rated, we suggest that you send us the names of three or four firms (Chicago preferred) from whom you are buying on open account. Sometimes several days are required to obtain reports, so we suggest that you remit with your first order.

TERMS

Our terms on charge acounts are net—NO CASH DISCOUNTS. Charge accounts must be paid on or before the tenth of the month following the day of invoicing unless an extension has been granted. We do not wish to be harsh or arbitrary in the matter of credits, but we must protect ourselves against loss.

REMITTANCES

As it is necessary to delay orders until personal checks can be cleared unless the payer is known to us, we suggest, to avoid this delay, that remittances be made by money orders or cashiers' checks. U. S. postage stamps are acceptable for any amount.

PARCEL POST

Orders must be shipped by express unless your remittance is sufficient to defray the postage charges. If any balance remains, it will be refunded with our invoice.

C. O. D.

Orders for stock signs and letters cannot be shipped C. O. D. unless a remittance equal to twice the transportation charges is included with your order to protect us against loss should the shipment be refused.

CLAIMS FOR LOSS OR DAMAGE

Examine your order immediately on arrival. Check the various items against our invoice. Every order is checked twice before it is shipped.

Parcel post packages may be insured at the regular postal rates if requested. Our responsibility ceases when the package is delivered to the transportation company and claims for loss or damage should be filed with them.

PRICES

We cannot control all of the factors entering into the manufacture of the merchandise listed in this catalogue consequently prices are subject to change without notice.

It is a good plan to state the prices you expect to pay so that if there has been a price change since this catalogue was issued, we will not have to delay your order until we can obtain a price acceptance. If the prices have declined you will be billed at the new price and the balance due you will be refunded with our invoice.

SPECIAL SIGNS AND LETTERS

We cannot accept orders for signs or letters when credit has not been established until a deposit of 33 1-3% has been made.

GUARANTEE

Our merchandise is guaranteed to be exactly as represented.

DELIVERY

Orders for stock signs and letters are generally shipped the same day they are received, but as the last mail is not delivered until 3:00 o'clock, it is sometimes necessary to hold orders until the following day. We will avoid even this delay if at all possible.

CREDIT AND EXCHANGE

Stock signs and letters, if received in proper condition so that they may be placed in stock for resale, with the exception of stencil letters and figures and letter and figure patterns, may be returned for credit or exchanged.

SIGNS AND LETTERS THAT HAVE BEEN MADE TO ORDER CANNOT BE EXCHANGED OR RETURNED FOR CREDIT.

EXPRESS PACKAGES MUST BE PREPAID

We cannot accept merchandise returned for credit or exchange if the transportation has not been prepaid.

IMPORTANT SUGGESTIONS

Before mailing your order check the style number, styles, description, colors, spelling and quantities.

We suggest the following form for ordering:

JOHN JONES—9, six inch plain convex gold glass letters, style 42.

RESTAURANT—10, eight inch ornamental, convex gold glass letters, style 43.

The inscriptions of name plates and signs should be printed.

SIZES OF LETTERS

The sizes of the letters on special signs and name plates that are to be made to order should be indicated unless you desire to leave the layout to our judgment. We will follow your instructions as closely as possible.

Print Your Name and Address

SAMPLES

Samples will be charged for at the regular price. They may be returned at any time for full credit unless made to order. Express or parcel post charges to us must be prepaid.

TELEGRAMS

Telegrams sent "Collect" cannot be accepted. If the cause of the telegram arises through any fault of ours, we will reimburse you.

GEORGE STEERE & SONS

434 S. DEARBORN ST. CHICAGO

Phones: WABash 8041
HARrison 1371

March, 1929.

DO NOT FAIL TO INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER PARCEL POST CHARGES.

WHITE ENAMELED LETTERS

Vitreous Enamel Fused To Copper Base

Enameled letters were first marketed in 1882 and were looked upon as a novelty at that time. They have steadily increased in popularity until it is impossible to walk down a business street in any city without seeing many different styles of them.

We are proud of the fact that there is at least one sign of our enamel letters within a "Stone's Throw" of every street car intersection in Chicago.

White enameled letters, because of their pure white finish, are more legible than any other style. Because of their very hard surface they stay clean and bright for many years. Some of our signs have been in use for more than thirty years. Anyone can cement them to glass, stone, brick or any hard surface.

BOARD SIGNS lettered with enameled letters do not require repainting as often as painted signs. Sign painters can give their customers greater satisfaction by using enameled letters on their board signs.

Style No. 2. Regular Style
Style 1, Narrow width

Enameled letters are easily attached by any one.
Complete instructions are included in every shipment.

STYLE NO. 2. REGULAR STYLE

Height	Average Width	Price Each	Height	Average Width	Price Each
1 inch	¾ inch	$0.08	5 inch	3 inch	$0.24
1½ inch	1 1/16 inch	.09	6 inch	3¾ inch	.28
2 inch	1¼ inch	.09	7 inch	4⅜ inch	.63
2½ inch	1⅝ inch	.10	8 inch	5⅛ inch	.65
3 inch	1⅞ inch	.13	10 inch*	6⅝ inch	1.15
4 inch	2⅞ inch	.17	12 inch*	7½ inch	1.35

*Ten and Twelve inch figures are not carried in stock, but they can be supplied in a few days.

$ and ¢ marks are made only in one, 1½, two, three and four inch, same prices as letters.

STYLE NO. 1. NARROW STYLE

When windows are too narrow for the regular style, specify NARROW STYLE No. 1.

IF STYLE IS NOT SPECIFIED, STYLE NO. 2 WILL BE SHIPPED.

Figures are only made in the Regular style, No. 2 at same prices as letters.

Height	Average Width	Price Each
4 inch	2⅜ inch	$0.17
5 inch	2⅝ inch	.24
6 inch	3¼ inch	.28

SPECIAL STYLES OF ENAMELED LETTERS

Enamled on Copper

The appearance of a window sign can be greatly enhanced by the use of any of the following styles of white enameled letters. The use of these letters adds a distinction to a sign not obtained by using only the plain block style.

Although these styles are not carried in stock, they can be made to order from our standard patterns and shipped in a few days.

Roman
Style 3

2 inch,	each	18c
3 "	"	27c
4 "	"	36c
5 "	"	45c
6 "	"	54c
8 "	"	72c

Fancy Block
Style 5

3 inch,	each	21c
4 "	"	28c
6 "	"	42c

DeVinne Capitals
Style 7

3 inch,	each	27c
4 "	"	36c
5 "	"	54c
6 "	"	68c

DeVinne Lower Case
Style 8

2 inch,	each	23c
3 "	"	34c
4½ "	"	45c

Use 4½ inch with either five or six inch capitals.

State the style and number when ordering as these letters are not carried in stock and cannot be exchanged or returned for credit.

See page ten for instructions for attaching enameled letters. Cement is listed on page eleven.

IF YOU DESIRE TO HAVE YOUR ORDER SHIPPED BY PARCEL POST INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER POSTAGE. IF ANY BALANCE REMAINS IT WILL BE REFUNDED WITH OUR INVOICE.

ENAMELED LETTERS—(Continued)

Full Block Style 9

Special white enameled letters such as Full block, style 9 and Script style 12 are made to order from full size sketches.

If full size sketches are supplied by customer, 20½c per inch

If sketches are supplied by us 22½c " "

See page eleven for method of measuring script.

Style 12

Shaded Style 10

White enameled letters shaded in red, blue or green such as illustrated by styles No. 10 and No. 11 and shaded script can be made to order from sketches supplied by customer or us.

We can enlarge small illustrations of trade marks or letterheads to full size.

If we supply sketches 3 inches and larger _____35c per inch

From customer's full size sketches _____33c per inch

See page eleven for measuring script.

SIGNS and LETTERS made to order, see paragraph nine on page one.

Style 11
Ornamental
Shaded

TRADE EMBLEMS

Enameled Copper

Trade emblems such as illustrated below can be made to order in colors in quantities of ONE or more. Some of the well known trade marks that have become popular by the use of trade emblems are, "Teley Teas," "Salada Teas," "Cats Paw Rubber heels," "Sargent Locks," "Gorton's Cod-Fish," "Easterbrook Pens," etc.

Dealers in staple commodities can often obtain window signs free of charge by writing to us. We will explain the advantages to the manufacturers who are almost always eager to grasp the opportunity of obtaining window space without cost.

Tooth, Style 13

Set of Teeth, Style 13A

Shoe, Style 19-A

Eagle and Shield
Style 17

Enameled copper emblems can be made in any design or trade-mark. The above illustrations can only give a poor idea of the wide latitude that may be had.

We appreciate opportunities to quote. State quantities, size, and colors and send a copy of your design.

COFFEE CUP

Enameled Copper

Style 20

These Coffee Cups when used with any of the various styles of enamel letters add a distinctive touch to the complete sign. The slogan, "Delicious Coffee" tells an entire story at a single glance. Everyone knows that a cup of good coffee "Peps" up a tired person such as nothing else will.

Size 8x5 inches each $1.25

Cement for attaching .16

Shipping weight 2 lbs.

PERCOLATOR

Enameled Copper

A Percolator cemented to the window of a lunch room or restaurant reminds the pedestrian that he can obtain a refreshing cup of coffee inside.

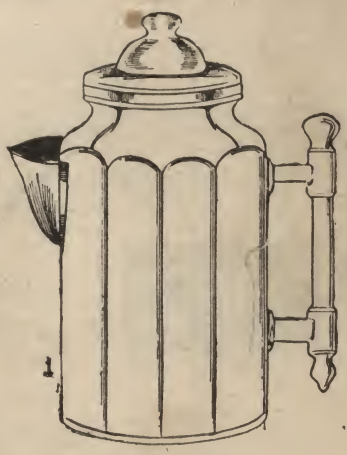
The appearance afforded by the blue shading against the white enamel is very attractive.

Size without lettering, each 8"x11" $3.00

With one or two lines of lettering 5.00

Cement for attaching .20

Shipping weight 3 lbs.



Style 21

Shipments cannot be made via PARCEL POST unless your remittance is sufficient to pay the postage. If any balance remains it will be refunded with our invoice. TO PREVENT DELAYS — Kindly read page one before ordering.

VITRAGOLD — Enameled Copper

The material used in VITRAGOLD is high-grade translucent vitreous gold enamel which is melted under extremely high temperatures (1400-1800° F) upon a heavy copper base. After the enamel is fired it becomes glass hard with a perfectly smooth surface and a brilliant gold sheen. This gold color, exclusive in VITRAGOLD goes entirely through the enamel.

VITRAGOLD window letters and numerals are permanent, being unaffected by wear, weather, acids or other destructive agents. A sign of VITRAGOLD letters is everlasting; its brilliant color never fades.

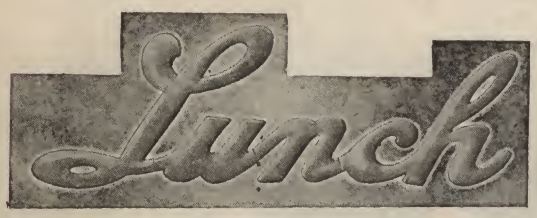
VITRAGOLD letters can be supplied to order on hammered copper in translucent colors and on smooth copper in opaque colors.

The translucent colors are: RED, BLUE, STEEL GRAY, PEACH and GOLD. Hammered copper is used with translucent colors except the Roman style, as shown by illustration, style 121.

The opaque colors are: WHITE, RED, BLUE, GREEN and ORANGE.

SCRIPT
Vitragold

Vitragold letters can be made in almost any special style such as script, trade-marks, signatures, etc. in sizes, three inch and larger in various colors as stated above on hammered or smooth copper base.



Style 123

Special styles per inch $0.40

See page eleven for method of measuring script letters.

ROMAN—Vitragold

VITRAGOLD ROMAN letters and figures are only made on smooth copper in all colors as stated above.

Style 121

Size	Each
3 inch	$0.16
4 inch	.30
6 inch	.44

Larger sizes made to order, $0.40 per inch.

Gold letters and figures shipped from stock. The other colors are made to order and cannot be exchanged or returned for credit.

EGYPTIAN
Vitragold

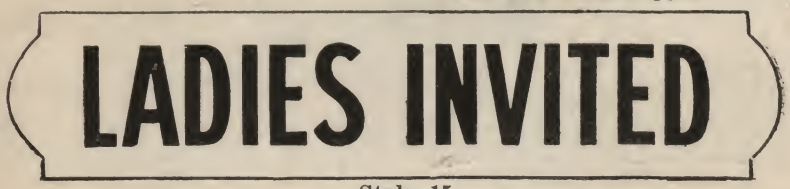
EGYPTIAN VITRAGOLD letters and figures can be supplied on hammered and smooth copper in all of the translucent colors listed above and in opaque colors on iron.

Style 122

Size	Each
3 inch	$0.16
4 inch	.24
6 inch	.38
Larger sizes, per inch	.40

This style cannot be exchanged or returned for credit.

STOCK PLATES FOR CEMENTING TO WINDOWS
White Enameled Copper



Style 15

Size 18½"x4¼". Blue letters on white background. Very Legible. Shipping weight, three pounds.

Any stock inscription ..... each,	$2.75
Box of cement for attaching	.15
Special inscription such as proprietor's name, etc. ..... each,	5.50

STOCK INSCRIPTIONS

TABLES FOR LADIES
LADIES INVITED
LUNCHES PUT UP FOR TOURISTS
ALWAYS OPEN
OPEN ALL NIGHT
CIGARETTES
CIGARS
STEAKS & CHOPS

KOSHER AND BOSHER
White Enameled Copper

Kosher, Style 14-A

Bosher, Style 14-B

		Cement for attaching
3" per set	$0.65	$0.12
4" per set	.90	.12
6" per set	1.25	.15

Shipping weight per set, including cement, two pounds.

INDEXES
Enameled Copper

Shaded black on white ground
Pointing to right or left.

3 inch	each	$0.70
4 "	"	.85
6 "	"	1.00
8 "	"	1.45
10 "	"	2.25
12 "	"	3.15

Three, four and six inch in stock, larger sizes made to order.

Style 16

Any size with screw holes for attaching to wood, 15c each extra.

With one line black letters, 60c each extra.

THERE IS A MESSAGE FOR YOU ON PAGE ONE

SPECIAL STYLES OF ENAMELED LETTERS

White enameled and Vitragold letters can be made in any style. The illustration on the left shows the plain block style used in conjunction with a panel and a special style to form a trade-mark.

When requesting quotations on special styles state the width of your windows and send a copy of the inscription.

The illustration on the right is a photograph of one of the John R. Thompson Corporation's restaurants. We attached their first sign in 1890 and since then have lettered more than four hundred windows in Chicago and other cities with WHITE ENAMELED LETTERS for this firm, which more than proves that enameled letters give the utmost in service, advertising value and satisfaction.

The fronts of unsightly buildings can be made very attractive by covering them with enameled steel at a fraction of the cost of tile.

The fronts of unsightly buildings can be made very attractive by covering them with enameled steel at a fraction of the cost of tile.

The enameled steel can be mounted in metal covered frames illustrated on page twenty-three, or screwed to the brick or wood fronts. See page twenty.

A very pleasing display can be obtained by combining SCRIPT, OLD ENGLISH and BLOCK styles as shown in the photograph at the left.

Special styles of enameled letters are made in sections, thus making it easy to handle the letters. Full size sketches are supplied with every order which enables any one to letter his windows with very attractive signs. See page ten for instructions.

AN ATTRACTIVE STORE FRONT IS AN INVITATION TO CUSTOMERS.

CONVEX GOLD GLASS

LETTERS, HOUSE NUMBERS AND EMBLEMS

On pages six to eight are listed various styles CONVEX GOLD GLASS letters, figures, and emblems which can be easily attached to any hard surface such as glass, brick stone, wood, etc.

Anyone can make very durable and attractive signs with CONVEX GOLD GLASS letters if our cement is used.

CONVEX GOLD GLASS is made of crystal glass and the gold color is fired to the under surface by a process similar to that used in decorating china. This process insures permanency of color.

As the face of these letters is convex or half round, they are legible at a greater angle than flat face letters.

Signs made with CONVEX GOLD LETTERS have been in continuous use for over twenty years. See page ten for instructions for attaching letters.

Style 42

PLAIN BLOCK

Convex Gold Glass
Letters and Figures

Height	width	Each
1 inch	⅝ inch	$0.13
1½ inch	1 inch	.17
2 inch	1½ inch	.17
2½ inch	1¾ inch	.23
3 inch	2 inch	.26
4 inch	2½ inch	.35
5 inch	2⅞ inch	.44
6 inch	3½ inch	.54
8 inch	4 inch	1.00

No charge for periods and commas.

"$" and "¢" marks, 1½, 2 and 3 inch same prices as letters.

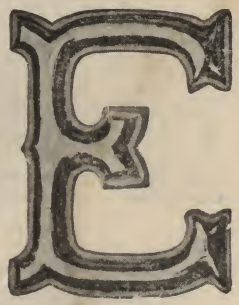
ORNAMENTAL

Convex Gold Glass
Letters and Figures

Height	Width	Each
2 inch	1⅜ inch	$0.25
3 inch	2¼ inch	.34
4 inch	3 inch	.44
5 inch	3⅜ inch	.57
8 inch	6¼ inch	1.60
12 inch	9 inch	5.65

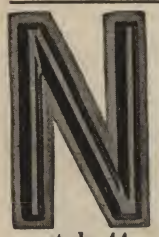
No charge for periods and commas.

"$" and "¢" marks, two and three inch, same prices as letters.



Style 43

Styles 42 and 43 can be decorated to order, red, green or white instead of gold. Add 10% to prices of gold letters.



Style 44

COLORED EDGES

Convex Glass

Gold convex center, with flat edges, finished in White, Red, or Green. The colors are fired in the glass and will remain permanent.

When ordering state which COLOR is desired.

Letters or Figures

2 inch	Each $0.32	4 inch	Each $0.63
3 inch	Each .48	6 inch	Each .94

Periods, commas & hyphens, 1-3 price of letters.

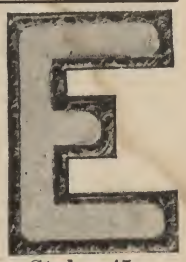
COLORED CENTER

Convex Glass Letters and Figures

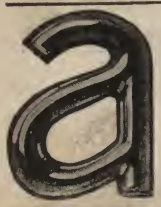
The edges or borders are chipped and mirrored in gold. The centers are colored white, blue, green, gold, red or black. The white center letters make beautiful electric signs.

2 inch letters	$0.36
3 inch letters	.52
4 inch letters	.75
6 inch letters	1.10

Periods and Commas, 1-3 price of letters.



Style 45



Style 58

LOWER CASE

Convex Gold Glass

To be used with four inch plain block convex gold glass letters, style 42, listed above.

Each $0.32

BLACK LETTERS AND FIGURES

Blown from BLACK glass, not painted or decorated. As the color is entirely through the glass, it can never wear off. BLACK GLASS letters attached to white vitrolite glass make very legible and durable signs. They are particularly adapted for cementing to the glass in office doors.

Letters or figures,	Each
1 inch	7c
1½ inch	10c
2 inch	15c
2½ inch	18c
3 inch	20c

Periods and commas, no charge

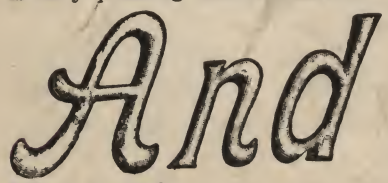
Style 46

For black letters larger than three inch see Style 42 decorated black, list, plus 10%.

GOLD CAPITALS AND LOWER CASE

Convex Gold Glass

This style when used with styles 42 and 43, add a distinctiveness to a window display that is very pleasing and attractive.



All Letters Are Separate

Style 47

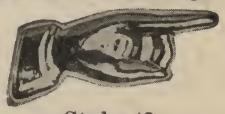
6 inch Capitals	$0.78
4 inch Lower Case	.63
3 inch Capitals	.40
2 inch Lower Case	.32

Periods, commas & hyphens, no charge.
Convex gold script letters listed on page seven.

CONVEX GOLD GLASS INDEXES

Used to indicate directions or to emphasize a statement or price in a sign or announcement.

Length	Each
2¾ inches	$0.29
4 inches	.38
5½ inches	.56



Style 48

When ordering state in which direction index is to point.

Decorated white, red or green to order instead of gold, add 10% to above prices.

INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER PARCEL POST CHARGES. IF ANY BALANCE IS LEFT, IT WILL BE REFUNDED WITH OUR INVOICE.

Style 120

FLAT GLASS LETTERS

These letters are hand cut from GOLD or SILVER colored glass. As the glass is impregnated entirely through with the color, it can never fade or discolor.

Flat Glass Letters can be cut in any style, signature, emblem or trade mark in any size larger than three inch.

The faces of the letters are smooth and the backs are rough or pebbled. The pebbled surface reflects the light from any angle.

Prices are quoted on application. State the sizes of your windows and send a copy of the desired inscription. We will send samples of the glass with our quotation.

See page eleven for the proper method of measuring script letters.

FLAT GLASS LETTERS are easily attached by following the instructions on page ten.

OPAL GLASS LETTERS

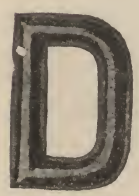
Opal Glass letters have proven a welcome addition to the Sign Letter Family as they can never change color and always remain snow white.

These letters can be cemented to widows, vitrolite and plate glass and sign boards.

Beautiful effects can be obtained by attaching Opal Glass letters to black and jade vitrolite.

Signs of this construction will last a lifetime as neither the background or letters can ever fade or deteriorate.

PLAIN BLOCK
Opal Glass



Style 125

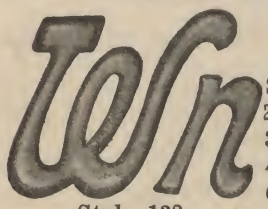
Height	Width	Letters or figures Each	Periods and Commas Each
2 inch	1½ inch	$0.24	$0.10
2½ inch	1¾ inch	.30	.10
3 inch	2 inch	.36	.10
4 inch	2½ inch	.48	.20
5 inch	2⅞ inch	.60	.20
6 inch	3½ inch	.72	.20
8 inch	4 inch	1.20	.20

ORNAMENTAL
Opal Glass

Height	Width	Letters or figures Each	Periods and Commas Each
2 inch	1⅜ inch	$0.32	$0.10
3 inch	2¼ inch	.48	.10
4 inch	3 inch	.64	.20
5 inch	3⅝ inch	.80	.20
8 inch	6¼ inch	2.00	.20
12 inch	9 inch	4.00	.24

Style 126

CAPTALS & LOWER CASE
Opal Glass

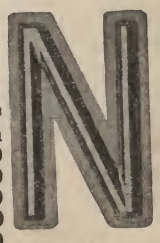


Style 128

Size	Each
2 inch Lower Case	$0.40
3 in Capitals	.50
4 inch Lower Case	.80
6 inch Capitals	1.00

FLAT BORDER
Opal Glass

Height	Width	Letters or figures Each	Periods and Commas Each
2 inch	1½ inch	$0.40	$0.10
3 inch	2 inch	.60	.10
4 inch	2½ inch	.96	.20
6 inch	2⅞ inch	1.44	.20
8 inch	4 inch	2.00	.20
10 inch	6 inch	2.50	.24



Style 127

DIRECTIONS FOR ATTACHING ENAMEL AND GLASS LETTERS

Arrange your letters on a table or counter, precisely as you wish your sign to appear. Get the exact center of the space it will occupy from left to right, and mark this by a line from top to bottom; for a curved line use a piece of chalk and a string; for straight lines, use a rule or straight edge. Find the center of your window and duplicate thereon the lines made on your table, and commence with the center letter. Cement every edge evenly by using a pointed knife, as shown in the above illustration, then place the letter in position and press it firmly against the glass until the cement protrudes slightly at the edge; proceed with the others in the same way, working to right or left as you prefer. When all the letters have been placed, cut the cement from the edges with your knife, and clean with a cloth.

ALL EDGES SHOULD BE WELL SEALED WITH CEMENT.

The top diagram will serve as a guide for arranging lines and letters.

To keep the large letters from slipping, hold them in place with paper stickers until the cement sets.

If the cement is too stiff for working, add a few drops of Varnish; if too soft, work in a little Dry White Lead.

Do not wash the Window for one week after The Sign is on.

DIRECTIONS FOR ATTACHING SCRIPT LETTERS TO WINDOWS.

First attach the design on the inside of your window with stickers. Draw lines on the outside to correspond with the base lines on the sketch and proceed as above. **SAVE THE SKETCH FOR FUTURE USE.**

HOW TO MEASURE SCRIPT

In computing the cost of script letters such the white enamel, style 12; Vitragold, style 123 and Flat Glass, style 120, it is necessary to draw a full size sketch.

The capitals are generally three times the size of the lower case letters. Letters that extend above or below the base lines, such as "f", "g", "h", "j", etc., are generally twice the size of the regular letters, "a", "e", "c", etc.

Each letter is measured the longest way or across the greatest dimension as shown by the arrows in the above illustration.

Two piece capitals like the above capital "T" are measured as shown. The cross bar and the vertical stroke are measured separately.

THIS METHOD IS NOT USED FOR CONVEX GOLD GLASS SCRIPT LETTERS OR GOLD FOIL LETTERS, STYLES 57 AND 64.

WHITE LEAD CEMENT

No.	For Attaching All Glass and Enamel Letters	Per Box
96A	Will attach eight upright inches	$0.07
96B	Will attach twenty upright inches	.12
96C	Will attach twenty-five upright inches	.15
96D	Will attach seventy-five upright inches	.25
96E	Will attach 125 upright inches	.35
96F	Will attach 200 upright inches	.50
96G	Will attach 300 upright inches	.70
96H	Twenty-five pound pail	5.00

Cement will not get hard if kept covered with water.

When computing the amount of cement required, always allow more for letters larger than five inch. If the proper amount is not known include a sufficient amount in your remittance and we will send enough. If you remit too much, the balance will be refunded with our invoice.

WAX CEMENT

For Attaching Letters by the "Hot Process"

Must be softened by heating before application. Small size box, each $.25. Large size box, each $.45.

We do not recommend Wax Cement for inexperienced workers.

DIAMOND FLASHER BUTTONS

Will Turn Your Electric Lights into Dancing Stars

WHAT IT IS

Exact Size

The Diamond Flasher Button is a small disc about the size of a quarter. In the center is a thermostat which expands with the heat of electricity (making the circuit) and then contracts as it cools (breaking the circuit). This making and breaking of the circuit is automatic, regular, and rapid, and gives continuous flashing.

Button No. 150B—Beacon Light.
Button No. 150T—Twinkle Light.
Capacity up to 60 watt, 125 volt.

The **Beacon Light** is slow flashing and regular. Adaptable for use with individual lamps.

The **Twinkle Light** is quick flashing and recommended for signs or clusters of lamps.

Price 60 Cents Each ----.
Shipping Weight, One to Thirty Buttons One Lb.

HOW INSTALLED

The Diamond Flasher Button is installed by a simple operation; unscrew electric light from socket—with the current off; insert Diamond Flasher Buttton in socket; screw lamp back into socket; then turn on current, and in less than 30 seconds the lamp will light and flash.

The effect in a single lamp is fascinating; in a large sign it compels the attention of the beholder in a degree never before achieved. Every lamp flashes independently, giving the most effective continuous motion ever devised. And, note this important point, the sign can always be read. If you have a sign illuminated one second and dark the next, it is working for you only 30 minutes out of each hour. Signs equipped with Diamond Flasher Buttons are talking for you 60 minutes every hour.

MARK THESE ADVANTAGES

1. **It saves approximately 35% on electric current.** (To prove this on your own meter turn on several lights, check revolutions of meter dial, in, say four minutes, then insert Diamond Flasher Buttons in the same lights and you will get about half the revolutions in an equal period of time.)
2. **It requires no motor.**
3. **Requires no mechanical apparatus.**
4. **It requires no change in your present equipment.**
5. **No adjustments, no servicing, no expense for maintenance.**
6. **Cannot damage lamps, rather, it tends to lengthen their life.**

ONE BUTTON WILL FLASH YOUR XMAS TREE STRING—(8 lamps)

FOIL LETTERS, FIGURES & EMBLEMS

Foil letters are one of the easiest kinds of letters to attach. They are applied to inside of glass with varnish and make very inexpensive signs. Anyone can make neat and attractive signs. See page fifteen for instructions.

Foil letters may be used on any smooth surface, such as the panels of trucks by first varnishing the backs of the letters and attaching them face out. After the letters are in place, the face must be well varnished to protect them against dirt and water.

Style 66

PLAIN BLOCK

Plain Gold Center, Black Outline Letters or Figures

Height	Width	Each
1½ inch	1⅛ inch	$0.06
2 inch	1 9/16 inch	.07
3 inch	2 1/16 inch	.08
4 inch	2 15/16 inch	.10
6 inch	3⅞ inch	.14
8 inch	5 inch	.20
9 inch*	5 inch	.32
10 inch*	6 inch	.36
12 inch*	7 inch	.65
13 inch*	8 inch	.72

Periods and commas, no charge.

FRENCH ROMAN

Plain Gold Center, Black Shade Letters or Figures

Style 67

Height	Width	Each
1½ inch	1¼ inch	$0.07
2 inch	1½ inch	.08
3 inch	2½ inch	.10
4 inch	3 inch	.13
6 inch	5 inch	.20
8 inch*	5 inch	.35
10 inch*	7 inch	.50
12 inch*	8 inch	.80
15 inch*	10 inch	1.15

Periods and commas, no charge.

*These sizes are made to order and cannot be exchanged or returned for credit.

SCRIPT LETTERS — Gold Foil

Gold foil letters can be cut in any special style, such as trade-marks, signatures, etc.

We can supply script letters in any size reproduced from full size sketches or small illustrations, such as letter heads, photographs, menus, business cards, etc.

Script letters are made with black, red, blue or green shading or outlined in the same colors.

Style 64

The cost of script letters is based on the actual length. The height is drawn in proportion to the length of sign and the number of letters in the words.

	Without Scroll	With Scroll
Less than 12 inches long	$2.00	$2.30
12 inches to 4 feet, per foot	2.00	2.30
Longer than 4 feet, per foot	2.50	3.00

For letters cut in scroll add 8c per letter.

For double shade, such as black and red, black and green or black and blue, add 25% to script price. Sample script sign, eight inches in length, "SCRIPT" with the letters, "Signs" cut in scroll as shown by illustration, $1.00.

Special Letters and Designs Made to Order

CADILLAC

Old English

Style 65

Gold foil letters can be cut in any special style from illustrations sent to us.

With black shade or black outline,
Two to six inch, 12c per upright inch.
Larger than six inch, 16c per upright inch.

For red, blue or green shade or outline, instead of black, add 15%.

For double shade, such as black and red, black and blue or black and green, add 25%.

Style 65 is made to order and cannot be exchanged or returned for credit.

PLAIN FOIL LETTERS WITHOUT BORDER

For lettering glass signs, office doors, board signs, cars, trucks, etc.

Egyptian Style

Plain Smooth Gold Leaf
Style 79

Size	Each
¾ inch	3c
1¼ inch	4c
1⅝ inch	4c
2⅝ inch	7c
4¼ inch	10c
5½ inch	14c
6¾ inch	20c
8½ inch	25c
11 inch	55c

Plain Black, Red or Silver
Style 80

Size	Each
¾ inch	3c
1¼ inch	3c
1⅝ inch	4c
2⅝ inch	4c
4¼ inch	5c
5½ inch	5c
6¾ inch	6c
8½ inch	7c
11 inch	12c

Styles 79 and 80 are made to order and cannot be exchanged or returned for credit

INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER PARCEL POST CHARGES. IF ANY BALANCE REMAINS IT WILL BE REFUNDED WITH OUR INVOICE.

FOIL LETTERS, FIGURES & EMBLEMS

Continued From Preceeding Page

EMBOSSED SILVER CENTER—BLACK BORDER

Style 82A

Size	Each
1 inch	$0.05
1½ inch	.05
2 inch	.05
3 inch	.06
4½ inch	.08
5½ inch	.11
7 inch	.16
9 inch	.23
12 inch	.45

Periods and commas no charge.

EMBOSSED GOLD CENTER—BLACK BORDER

Style 82B

Size	Each
1 inch	$0.05
1½ inch	.05
2 inch	.06
3 inch	.07
4½ inch	.09
5½ inch	.12
7 inch	.18
9 inch	.27
12 inch	.54

Periods and commas no charge.

Styles 82A and 82B are made to order and cannot be exchanged or returned for credit.

Embossed Silver Center, Black Border and Extra Red or Blue Shade

Size	Style 83A	Each
2½ inch		$0.08
3½ inch		.09
5 inch		.12
6 inch		.17
8 inch		.22
10 inch		.32
13 inch		.63

Periods and commas no charge.

Embossed Gold Center, Black Border with Extra Red or Blue Shade

Size	Style 83B	Each
2½ inch		$0.09
3½ inch		.12
5 inch		.14
6 inch		.19
8 inch		.25
10 inch		.36
13 inch		.72

Periods and commas no charge.

Styles 83A and 83B are made to order and cannot be exchanged or returned for credit.

VARNISH

For Attaching Foil Letters and Transfers

Ready to use. Follow directions shown on page fifteen.

No.		Per Bottle
185A	Will attach fifteen two in. letters or equivalent	$0.15
185B	Will attach thirty, two inch letters or equivalent	.20

FOIL SHEETS

No.	Size		Per Sheet
182A	13x36 inches	Smooth, Genuine Gold	$2.70
182B	13x36 inches	Smooth Silver	.30
182C	13x36 inches	Black	.50
182D	13x36 inches	Red	.65
182E	13x36 inches	Blue	.65
182F	13x36 inches	Green	.65
182G	14x41 inches	Embossed, Genuine Gold	3.60
182H	14x41 inches	Embossed Silver	.75

BRUSHES

For Attaching Foil Letters and Transfers

Medium soft hair for flowing varnish on foil letters and emblems and transfers and for backing up.

No. 186 ¾ inch ..... Each $0.15

RUBBER ROLLERS

For attaching foil letters, emblems and transfers

No. 187 One inch ..... Each $0.75

FOIL STRIPES

Number		
183A	½ inch Smooth Gold ..... per foot	$0.10
183B	½ inch Smooth Silver ..... per foot	.05
183C	½ in. Black, Red, Blue or Green per ft.	.05

Minimum charge, 50c

FOIL EMBLEMS

Number	Size		Each
151A	6 inch	Index pointing to Right	$0.36
151B	6 inch	Index pointing to Left	.36
152A	4 inch	Index pointing to Right	.28
152B	4 inch	Index pointing to Left	.28
153	15 inch	Men's Oxford	1.35
154	15 inch	Men's Shoe	1.35
155	15 inch	Ladies' Shoe	1.35
156	15 inch	Fedora Hat	1.35
157	15 inch	Straw Hat	1.80
158A	30 inch	Fish	2.70
158B	24 inch	Fish	1.80
159A	6 inch	Cross	.45
159B	10 inch	Cross	.75
160A	6 inch	Star	.45
160B	10 inch	Star	.75
161A	15 inch	Steers, Head	4.50
161B	10 inch	Steer's Head	2.70
162A	15 inch	Teeth	4.50
162B	10 inch	Teeth	3.15
163A	30 inch	Eagle	3.15
163B	20 inch	Eagle	2.25
164A	24 inch	Radio Sign	4.50
164B	12 inch	Radio Sign	2.25
165A	18 inch	Poultry Sign	4.35
165B	12 inch	Poultry Sign	3.00
166A	12 inch	Ice Cream Sign	2.00
166B	6 inch	Ice Cream Sign	1.20
167A	6 inch	Seal	.60
167B	10 inch	Seal	.90
168	6 inch	Telephone	1.15
169	12x6 in.	Pure Food Sign	1.15
170A	12 inch	Tell the World with Signs	2.25
170B	18 inch	Tell the World with Signs	3.35
171	18 inch	Barber Shop Sign	3.35
172	8 inch	Cup & Saucer	1.60
173	14 inch	Panama Hat	2.25
174	18 inch	Chiropodist Sign	4.00
180	3½ in.	Kosher, 3 characters	.50
181	5 inch	Kosher, 3 characters	.75

See illustrations on following page

FOIL EMBLEMS

The advertising value of window signs is greatly increased by the use of the various trade emblems illustrated below. These emblems are applied in the same manner as the letters.

Nos. 163A & 163B

No. 171

Nos. 158A & 158B

No. 174

Nos. 166A & 166B

No. 153

Nos. 170A & 170B

Nos. 164A & 164B

Nos. 162A & 162B

Nos. 165A & 165B

Nos. 161A & 161B

No. 169

Nos. 167A & 167B

No. 168

All of the emblems are gold shaded black with the exception of numbers 170A and 170B which are gold, black and green.

The reverse side of the PURE FOOD SIGN, number 169 reads "THANK YOU."

SEE PRICE LIST ON PRECEEDING PAGE

INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER PARCEL POST CHARGES. IF ANY BALANCE IS LEFT, IT WILL BE REFUNDED WITH OUR INVOICE.

DIRECTIONS FOR APPLYING FOIL SIGN LETTERS

To letter Windows, Transoms, etc., first clean the glass thoroughly on the inside, then find the center from the right to the left and mark with a piece of chalk on the outside. If the letters are to be placed in a curve, use a piece of twine attached to a piece of chalk and holding the twine with one hand mark the glass on the outside where the bottom of the letters should come (see Figure 1.) The straight lines may be made with a chalk line or a straight edge.

Before you apply the letters, lay them face down on a table or other smooth surface, spacing them carefully as they are to appear on the glass, as shown in Figure 2. Now proceed to apply the letters. Beginning with the upper line, take the letter nearest the center, lay it on a piece of cardboard and give the face a liberal coat of varnish, using a camel hair brush.

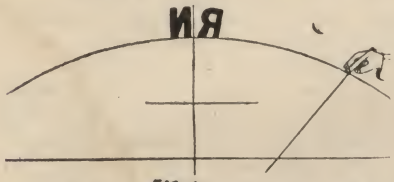


FIG. 1

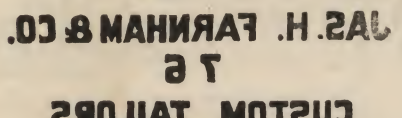


FIG. 2

FIG. 3

FIG. 4

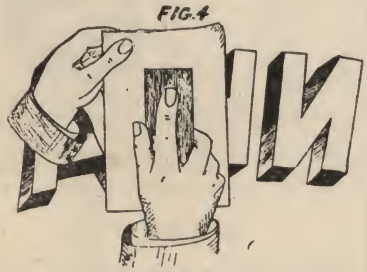


FIG. 5

Brushes and varnish are listed on page thirteen.

Place the letter in position on the window and rub it down close to the glass with the fingers. Apply the next letter in the same manner, and so on, until all the first line are on. Go to the front of the window to see if all are in their proper positions; if so take a clean piece of paper (manila is best), place it over the letters and with a burnisher carefully smooth them down, as shown in Figure 5. The letters may be moved a little, if necessary. In case a letter has been taken off, it must have another coat of vanish before replacing. After the letters are all in their proper places, go over them carefully with the paper and burnisher.

Take a piece of soft cloth and clean the varnish from the glass. If it has become sticky, wet the cloth with kerosene oil and it can be removed easily. Now go over the letters again with the paper and burnisher to make sure they are all down close to the glass. Clean the glass again, and they are now ready to be varnished, which is done by varnishing around the edge of the letters with a small camel hair brush, using a good quality of varnish—Spar is best. Let the brush run over on the glass slightly, which will seal up the edges and make the sign durable.

It is necessary that a liberal amount of varnish be used to force out the air from under the letters, otherwise small white air spots will appear in the shading. It is also necessary to burnish the letters close to the glass and that all parts of the letters are down smooth, otherwise the letters are apt to be displaced in cleaning the window. The Varnish dries slowly, therefore the window should not be washed for at least three days after the lettering.

EXPLANATIONS OF ILLUSTRATIONS

Figure 1—Shows the window marked ready for lettering.
Figure 2—Shows the letters spaced, with face down, to get the center of the sign.
Figure 3—Shows letters applied to window, inside view.
Figure 4—Shows sign finished.
Figure 5—Shows the manner in which the paper and burnisher are used.

The burnisher is made from a piece of cigar box wood, 5x1¼ inches, with the ends sandpapered smooth, or a stiff piece of cardboard.

Use Damar, No. 1 Coach or any good varnish outside; varnish thinned with turpentine, for applying the letters to the glass. Use two-thirds varnish, one-third turpentine.

BRUSHES AND VARNISH ARE LISTED ON PAGE THIRTEEN.

CONCAVE METAL LETTERS

"CONCAVE LETTERS" are attached to the inside of windows and to the reverse side of glass for hanging signs.

These letters are cut from sheet brass and are gilded with genuine gold leaf. Because of the "V" shape, light is reflected from any angle, consequently "CONCAVE" letters are legible at greater angles than gold leaf or painted signs.

The following illustrations show the various stock styles, but "CONCAVE" letters can be made to order in script, trade-marks or special designs.

AS "CONCAVE" LETTERS ARE GILDED TO ORDER, THEY CANNOT BE EXCHANGED OR RETURNED FOR CREDIT.

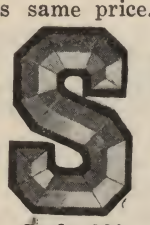
BRILLIANT

"Concave" Letters

This style is in use on windows in almost every city in the country and almost every one is familiar wth the well known "KODAK" signs.

Letters and figures same price.

Size	Each
⅞ inch	$0.14
1½ inch	.14
2 inch	.16
2½ inch	.20
3 inch	.24
4 inch	.32
5 inch	.40
6½ inch	.52
8 inch	.64



Style 320

Periods and commas, any size, 4c each.

Patterns, 7c per upright inch

LONDON

"Concave" Letters

The style is unique in design and will enhance the appearance of any layout.

Size	Each
2 inch	$0.22
3 inch	.33
5 inch	.55
8 inch	.88
10 inch	1.80
12 inch	2.40

Style 321

Periods and Commas any size, 4c each.

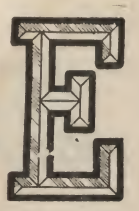
Patterns, 7c per upright inch

FULL BLOCK

"Concave" Letters

This style is used when extended bold face letters are required.

Size	Each
8 inch	$0.90
10 inch	2.00
12 inch	2.50



Style 322

Periods and commas, any size 4c each.

Patterns, 7c per upright inch

ROUND BLOCK

"Concave" Letters

The "Round Block" is a very pleasing and legible style.

Size	Each
1½ inch	$0.16
2 inch	.18
3½ inch	.32
5 inch	.45
6½ inch	.58

Style 323

Periods and commas, any size 4c each.

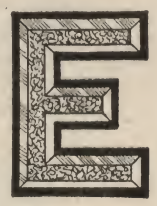
Patterns: 7c per upright inch

BRILLIANTINE

"Concave" Letters

A new style which, because of its "Pebbled" reflecting surface will be very popular.

Size	Each
2 inch	$0.16
3 inch	.24
5 inch	.40
6½ inch	.52
8 inch	.64



Style 325

Periods and commas, any size 4c each.

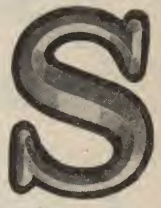
Patterns: 7c per upright inch

ROMAN

"Concave" Letters

Roman because of its inherent charm and legibility, is undoubtedly, the most popular style.

Size	Each
1½ inch	$0.18
2 inch	.21
2½ inch	.26
3 inch	.33
4 inch	.41
5 inch	.53
6 inch	.63
6½ inch	.68



Style 324

Periods and commas, any size 4c each.

Patterns: 7c per upright inch

CONDENSED

Style 326—"Concave" Letters

This style is used when there is not sufficient space for any other designs.

Size	Each	Size	Each
1 inch	$0.10	2 inch	$0.16
1½ inch	.12	3 inch	.24

Periods and commas, any size 4c. Patterns: 7c per upright inch each.

CEMENT

"Concave" Letters

Two kinds of cement are required for attaching Concave letters. The use of both kinds is explained on page seventeen.

No. 328, for Stripping. No. 329, for Backing.

Size Fluid Oz	Per Box	Size Fluid Oz.	Per Box
¾ Oz.	$0.25	3 Oz.	$0.50
1½ Oz.	.30	6 Oz.	.95
2 Oz.	.35	12 Oz.	1.80

One, three ounce box No. 328 cement for stripping and one, three ounce box No. 329 cement for backing will attach, twenty-five four inch letters.

The ¾ ounce sizes are used for replacing one or two small letters.

SHEET FOIL

For layouts—See instructions on page seventeen.

12 inches wide, any length

Sufficient foil is required to cover the glass that the letters are to occupy, i. e., if the letters are to be spread over an area of 60x30 inches, fifteen lineal feet of foil, 12 inches wide will be required.

No. 330—Sheet Foil, any length 12 inches wide, per pound--$0.50

Minimum weight, one pound

If in doubt regarding the amount you will require, state the size of the space the letters are to occupy and we will send you the proper length.

DIRECTIONS FOR ATTACHING CONCAVE LETTERS

Wet the inside of the window with water and smooth on sheet foil so as to cover the entire space the letters are to occupy. After the foil has been loosely attached to the glass with water, hold two or three sheets of newspaper over the foil and with edge of a piece of cigar box smooth all bubbles and wrinkles out of the foil.

Snap chalk lines on the foil to show the top and bottom lines of the letters.

Place the patterns in their proper positions and cut a double line in the foil with bow spring dividers. The points of the dividers should be set twice the width of the flanges of the letters.

Remove the narrow ribbon of foil made by cuting around the edges of the patterns being careful not to disturb the remaining foil.

With a stiff brush, flow a coat of No. 328 cement on the glass exposed by removing the ribbons of foil.

Remove the foil letters formed by cutting around the patterns.

After the cement has dried sufficiently to become "tacky," place the letter in position and press the flanges down with the blade of a screw driver. Do not press hard enough to spring the letter.

IF SIGN IS TO HAVE A CLEAR BACKGROUND.

After all of the letters are in place, flow a generous coat of No. 329 cement over the entire backs of the letters onto the narrow strip of glass between the foil and the edges of the letters. The foil will prevent the backing cement from spreading over the glass where it is not required.

Permit the backing cement to dry until set, but not thoroughly dry and then strip off all of the foil from around the letters and remove the small pieces of foil from the centers of the letters.

DO NOT WASH WINDOW FOR FIVE DAYS.

IF SIGN IS TO HAVE BLACK BACKGROUND

After all of the letters are in place, mark off the panel in the foil using one leg of the dividers so as to leave a ribbon of foil marking the boundary of the panel.

Remove all foil except ribbon around the edge of the panel.

Permit the water that was used to stick the foil to the window to dry.

Flow a generous coat of No. 320 backing cement over the letters and windows. Be sure to thoroughly seal the edges of the letters.

Allow the backing cement to dry until slightly set and remove the foil that was left on the window to mark the boundary of the panel.

DO NOT WASH THE WINDOW FOR FIVE DAYS.

AS CONCAVE LETTERS ARE GILDED TO ORDER THEY CANNOT BE EXCHANGED OR RETURNED FOR CREDIT.

No. 115B
Wizard
Cutter

THE WIZARD SCRAPERS AND CUTTERS

are all that the name implies. You will realize how indispensable they are once you have used them.

Note the guard to protect the blade when not in use, also screwdriver tip to remove screws. The screws and lugs hold the blade absolutely firm, eliminating the slipping of blade when pressure is required. Both sides of the Gillette or Durham Duplex blade can be used. When one side is worn, reverse the blade. The entire outfit is made of 22 gauge steel.

SIMPLE, LIGHT
NEAT, STRONG

SCRAPER

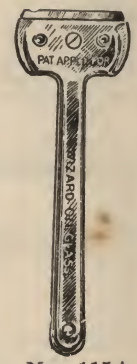
Can be used by janitors, painters, sign writers, housewife, window cleaners, machinists, auto repairmen, stores, factories.

CUTTER

Can be used by artists, sign writer, tailors, dressmakers, office, home and many other lines of users.

THE WIZARDS HAVE 1,000 USES.
PRICE, 25c EACH

Shipping weight, one to four Scrapers or Cutters, one pound.



No. 115A
Wizard
Scraper

SAFETY RAZOR BLADE HOLDER

For Removing Paint

Did you ever try to remove an old sign from a window with a putty or scraping knife? If so, you will appreciate this little device, which holds any Safety Razor Blade, cuts off old paint like cheese, and very useful for trimming the edges of gold letters on window lettering Try one.

Price, each ----------75c
Shipping weight, one to three Holders, one pound

No. 87

WOOD LETTERS CARVED FROM SEASONED PINE

Carved Wood Letters are always in demand because of their adaptability to almost any condition requiring a raised letter. Unlike die cut metal letters, wood letters can be made in any height, width and style.

The following illustrations of the most popular styles show only a few of the various designs that can be supplied. Script, Old English, German Text, trade-marks, etc. can be made to order. Prices quoted on application:—send cut or rough sketch and state sizes of letters or size of space the letters are to occupy. Figures can be supplied in any style and size to match letters.

Prices listed are for plain (not painted or gilded) wood letters. 13-16 inch thick, in sizes four to twenty-four inch. Larger sizes and greater thickness quoted on application. Letters smaller than six-inch will cost the same as six-inch. Odd sizes are figured at the next larger size, i. e., a seven-inch letter will cost the same as an eight--inch.

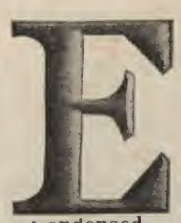
They can be finished with the very best gold leaf at 14c per inch.

The cost is computed by multiplying the height or width, which ever is the greater, by 14, and adding this cost to the cost of the unfinished letter, i. e., the total cost of an eight inch gilded, Regular Roman letter is $2.14.

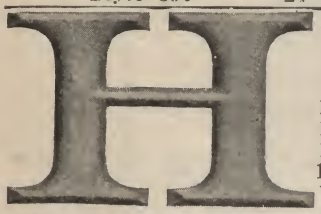
REGULAR ROMAN
Style 350

Height	Width	Each
4 inch	5 inch	$0.60
6 inch	7 inch	.60
8 inch	9 inch	.88
10 inch	11 inch	1.10
12 inch	14 inch	1.32
14 inch	16 inch	1.68
16 inch	18 inch	2.56
18 inch	20 inch	2.88
20 inch	20 inch	3.20
22 inch	20 inch	3.74
24 inch	22 inch	4.32

Height	Width	Each
4 inch	3½ inch	$0.60
6 inch	4 inch	.60
8 inch	6 inch	.88
10 inch	8 inch	1.10
12 inch	10 inch	1.32
14 inch	11 inch	1.68
16 inch	12 inch	2.56
18 inch	13 inch	2.88
20 inch	14 inch	3.20
22 inch	15 inch	3.74
24 inch	16 inch	4.32



Condensed Roman
Style 351

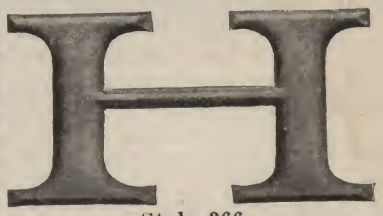


Roman Extended Once
Style 352

Height	Width	Each
4 in.	6 in.	$0.60
6 in.	9 in.	.76
8 in.	12 in.	1.10
10 in.	15 in.	1.36
12 in.	18 in.	1.96
14 in.	20 in.	2.72
16. in.	24 in.	3.20
18 in.	26 in.	3.74
20 in.	30 in.	4.50
22 in.	33 in.	5.68
24 in.	36 in.	6.20

Ht.	Width	Each
4 in.	8 in.	$0.60
6 in.	11 in.	.84
8 in.	15 in.	1.26
10 in.	19 in.	1.88
12 in.	22 in.	2.72
14 in.	26 in.	3.20
16 in.	30 in.	4.14
18 in.	34 in.	4.68
20 in.	38 in.	5.98
22 in.	42 in.	6.72
24 in.	46 in.	7.70

Roman Extended Twice

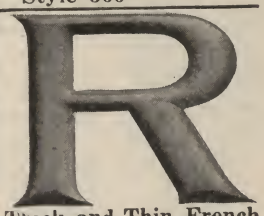


Style 366

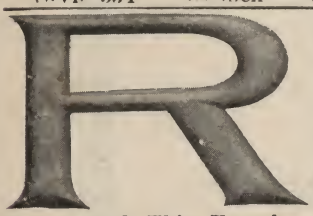
Thick and Thin French
Style 354

Height	Width	Each
4 inch	4 inch	$0.60
6 inch	7 inch	.60
8 inch	8 inch	.88
10 inch	9 inch	1.10
12 inch	10 inch	1.32
14 inch	12 inch	1.68
16 inch	13 inch	2.56
18 inch	14 inch	2.88
20 inch	16 inch	3.20
22 inch	18 inch	3.74
24 inch	20 inch	4.32

Height	Width	Each
4 inch	5 inch	$0.60
6 inch	9 inch	.76
8 inch	11 inch	1.10
10 inch	13 inch	1.36
12 inch	16 inch	1.96
14 inch	19 inch	2.72
16 inch	21 inch	3.20
18 inch	23 inch	3.74
20 inch	25 inch	4.50
22 inch	27 inch	5.68
24 inch	30 inch	6.20



Thick and Thin French
Extended Once
Style 355



Thick and Thin French
Extended Twice
Style 356

Height	Width	Each
4 inch	8 inch	$0.60
6 inch	11 inch	.84
8 inch	15 inch	1.26
10 inch	19 inch	1.88
12 inch	22 inch	2.72
14 inch	26 inch	3.20
16 inch	30 inch	4.14
18 inch	34 inch	4.68
20 inch	38 inch	5.98
22 inch	42 inch	6.72
24 inch	46 inch	7.70

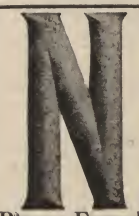
Height	Width	Each
4 inch	3 inch	$0.42
6 inch	4 inch	.42
8 inch	5 inch	.64
10 inch	7 inch	.80
12 inch	8 inch	.96
14 inch	11 inch	1.26
16 inch	13 inch	1.76
18 inch	15 inch	1.98
20 inch	15 inch	2.40
22 inch	15 inch	3.08
24 inch	16 inch	3.50

Beveled Half Block
Style 357

Plain French
Style 361

Height	Width	Each
4 inch	3 inch	$0.42
6 inch	4 inch	.42
8 inch	5 inch	.64
10 inch	7 inch	.80
12 inch	8 inch	.96
14 inch	9 inch	1.26
16 inch	11 inch	1.76
18 inch	12 inch	1.98
20 inch	14 inch	2.40
22 inch	15 inch	3.08
24 inch	16 inch	3.60

Height	Width	Each
4 inch	2½ inch	$0.42
6 inch	4 inch	.42
8 inch	5 inch	.64
10 inch	6 inch	.80
12 inch	7 inch	.96
14 inch	8 inch	1.26
16 inch	9 inch	1.76
18 inch	10 inch	1.98
20 inch	11 inch	2.40
22 inch	12 inch	3.08
24 inch	13 inch	3.60



Plain French
Condensed
Style 363

WOOD LETTERS CONTINUED ON NEXT PAGE

WOOD LETTERS

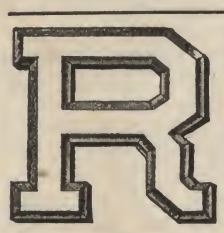
Continued from preceding page

Square Block
Style 360

Height	Width	Each
4 inch	4 inch	$0.60
6 inch	6 inch	.60
8 inch	8 inch	.88
10 inch	10 inch	1.10
12 inch	12 inch	1.32
14 inch	14 inch	1.68
16 inch	15 inch	2.56
18 inch	16 inch	2.88
20 inch	18 inch	3.20
22 inch	18 inch	3.74
24 inch	20 inch	4.32

Height	Width	Each
4 inch	3 inch	$0.60
6 inch	4 inch	.60
8 inch	6 inch	.88
10 inch	8 inch	1.10
12 inch	9 inch	1.32
14 inch	12 inch	1.68
16 inch	12 inch	2.56
18 inch	12 inch	2.88
20 inch	14 inch	3.20
22 inch	14 inch	3.74
24 inch	16 inch	4.32

Square Block
Condensed
Style 364



Square Beveled
Block
Style 359

Height	Width	Each
4 inch	3 inch	$0.60
6 inch	4 inch	.60
8 inch	6 inch	.88
10 inch	8 inch	1.10
12 inch	10 inch	1.32
14 inch	12 inch	1.68
16 inch	14 inch	2.56
18 inch	16 inch	2.88
20 inch	20 inch	3.20
22 inch	20 inch	3.74
24 inch	20 inch	4.32

Height	Width	Each
4 inch	4 inch	$0.90
6 inch	6 inch	.90
8 inch	8 inch	1.28
10 inch	10 inch	1.60
12 inch	12 inch	2.92
14 inch	14 inch	3.38
16 inch	15 inch	3.52
18 inch	16 inch	3.96
20 inch	18 inch	4.40
22 inch	18 inch	5.06
24 inch	20 inch	5.76

Round Beveled Block
Style 362

Fancy Block
Style 358

Height	Width	Each
4 inch	4 inch	$0.72
6 inch	6 inch	.72
8 inch	8 inch	.96
10 inch	10 inch	1.20
12 inch	12 inch	1.44
14 inch	14 inch	1.96
16 inch	15 inch	2.64
18 inch	16 inch	3.00
20 inch	18 inch	3.30
22 inch	18 inch	3.84
24 inch	20 inch	4.40

Height	Width	Each
4 inch	3 inch	$0.42
6 inch	4 inch	.42
8 inch	5 inch	.64
10 inch	7 inch	.80
12 inch	8 inch	.96
14 inch	9 inch	1.26
16 inch	11 inch	1.76
18 inch	12 inch	1.98
20 inch	14 inch	2.40
22 inch	15 inch	3.08
24 inch	16 inch	3.60

Egyptian
Style 365

Complete board signs made to order. Letters finished in any color or gold leaf. Backgrounds in smalt, any color. Prices quoted on application. State size of space—reading matter and style of letters preferred.

CORNISH EUREKA GOLD SIZE

CORNISH EUREKA GOLD SIZE is put up in air tight screw cans, always ready for use, and is a valuable addition to the kit of every Painter, Decorator and Signwriter for the production of better work.

The EUREKA GOLD SIZE fulfills all the requirements of a first class article. It is manufactured from high grade materials and we guarantee all that is claimed for it.

A trial is sufficient to establish its merits, and we find that when once used, always used.

No. 191

The "QUICK" will gild two hours after being put on and will retain sufficient tack to take any leaf for twenty-four hours.

The "SLOW" is an overnight size and for work that is not to be varnished. For all work exposed to the weather it will be found to be invaluable. After ten hours it has a strong "tack" and will continue to take the leaf for forty-eight hours. It does not sag, or run to an edge, works freely under the pencil, and gives a brilliant burnish.

¼ pint 50c ½pint 75c Pint $1.35 Quart $2.40
State speed 'QUICK" or "SLOW" when ordering.

SMALT

Smalt has been used for more than eighty years to color and protect the backgrounds of flat and raised letter wood and metal signs.

		50 lb. Boxes	25 lb. Bags	1 lb. Bags
701A	Standard Black	$8.00	$4.50	$0.20
701B	Ivoroid Black Deepest Black ever made	9.00	5.00	.22
701C	Standard Blue, Dark	10.50	5.75	.24
701D	Bright Chrome Green	9.50	5.25	.22
701E	Standard Maroon, Dark	10.00	5.50	.24
701F	Chrome Yellow	10.00	5.50	.24
701G	Standard White	7.00	4.00	.20

DIRECTIONS

First paint or gild letters and let them dry thoroughly. Then cut in background with paint containing plenty of linseed oil and very little dryer or turpentine. The paint should be as nearly as possible the same color as the smalt

After the background has been entirely cut in, sprinkle the smalt liberally over the wet paint with a small sifter and permit the sign to dry for forty-eight hours. When the sign is dry, the surplus smalt should be shaken onto paper and returned to the bag.

Each square foot of surface will require one pound.

ENAMELED STEEL SIGNS

ENAMELED STEEL SIGNS are the most durable that can be made. They can be made any size or shape to fit any space. Practically all shades and colors can be supplied, but the colors most commonly used are blue and white.

Much valuable advertising is lost by not utilizing all the available space on building walls, store fronts, trucks or wagons.

A STORE FRONT TO BE PROUD OF

The illustration on the left is an unretouched photograph of a store front that actually invites one to go in. The extremely clean appearance of the enameled steel signs and enameled window letters guarantee that the food served on the inside will also be clean.

THE FIRST IMPRESSION IS MADE ON A PROSPECTIVE CUSTOMER BY THE STORE FRONT.

Look at the front of your store.—Are you waisting valuable advertising space?

THE FIRST COST IS THE LAST.

GENUINE PORCELAIN ENAMELED STEEL SIGNS will last many years.

Write to us today. State the sizes, the inscriptions, colors and whether or not you desire frames.

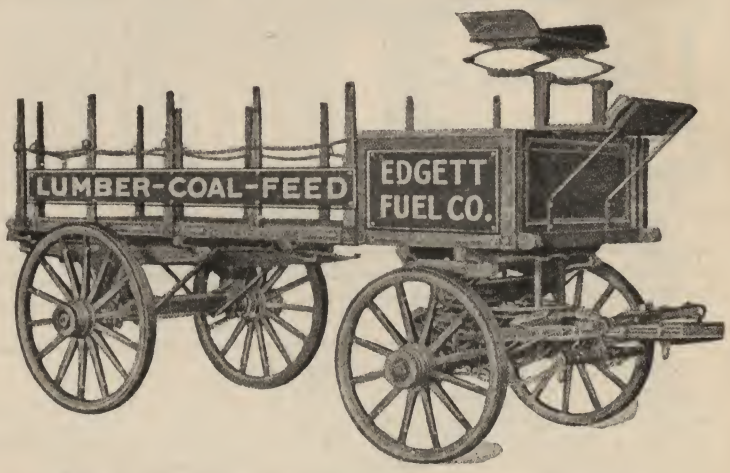
PUT YOUR "AD" ON WHEELS

Keep Your Name Before

PROSPECTIVE BUYERS

Every truck and wagon has valuable advertising space. The panels, tail gates and sides are waiting to tell your message to a countless number of buyers every day.

No one can afford to do without advertising.



NO ONE CAN PROSPER WITHOUT ADVERTISING ARE YOU WASTING SPACE????

Fabulous prices are paid every day for renting advertising space and yet in spite of this lesson you may be paying rent for space you are not using.

STOCK SIGN PLATES

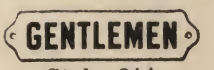
Enameled on Iron—Blue Letters on White Ground

These plates have been standard equipment for hotels, hospitals, restaurants, lodge halls, public and office buildings, schools, etc., for over forty years.

The inscriptions shown below are carried in stock and orders are shipped the same day they are received.

Style 34—10"x2½"

Assembly Hall
Baggage Room
Barber Shop
Bath
Bath Room
Beggars & Canvassers Keep Out
Beware of Dog
Billiards
Bookkeeper
Boys
Boys' Toilet
Cashier
Check Room
Chiropractor
Class Room
Cloak Room
Coat Room
Consultation Room
Deliver All Goods In Rear
Dentist
Dentist's Office
Dining Room
Doctor's Office
Dressing Room
Dressmaking
Elevator
Employees Only
Entrance
Exit†
Fire Escape†
Furnished Rooms
Gentlemen
Gents
Gents' Bath
Gents Only
Gents' Toilet
Girls
Girls Toilet
Gymnasium
Hotel
Information
Janitor
Keep Out
Kitchen
Laboratory
Ladies
Ladies' Bath
Ladies Only
Ladies' Parlor
Ladies' Rest Room
Ladies' Toilet
Lavatory
Library
Linen
Linen Room
Lunch Room
Manager
Men
Men's Bath
Men Only
Men's Toilet
No Admittance
No Smoking
Notary Public
Not Responsible for Personal Property
Office
Parlor
Positively No Smoking
Principal
Private
Private Office
Public Telephone
Public Stenographer
Pull*
Push*
Reading Room
Reception Room
Restaurant
Rest Room
Rooms
Sample Room
Shower
Shower Bath
Smoking Room
Stock Room
Store Room
Superintendent
Teachers' Room
Telephone
Toilet
Waiting Room
Women
Women's Bath
Writing Room
Wash Room
X-Ray



Style 34A
6"x1½"

†See styles 548 and 549 page thirty-nine for standard FIRE ESCAPE and EXIT Signs.
*PUSH and PULL plates read vertically.

☞Stock plates with BLACK letters are made to order only and cost the same as special plates.

	Each	Shipping weight
Style 34A	60c	Five plate or less 2 lbs.
Style 34	75c	Six plates or less 2 lbs.

Round head brass screws 7c per dozen, 75c gross

Plates with special inscriptions, style 34, blue or black letters, can be made to order. Delivery will be made in one week or less from day order is received.

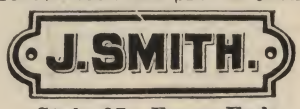
Special Plates With One Line of Blue or Black Letters ------ Style 34, size 10x2½ inches, Each $1.60
Special Plates With Two Lines of Blue or Black Letters ----- Style 34, size 10x2½ inches, Each 2.60

STOCK PLATES with BLACK letters made to order only at same prices as special plates.
SPECIAL PLATES NOT MADE IN STYLE 34A. SEE STYLE 27, BELOW.

ENAMEL NAME PLATES

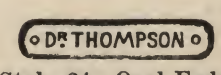
For Office Doors, Desks, Etc.

Enameled on copper. The letters and figures enameled black or blue with or without gold trimming, fired on a pure white background, make the cleanest and most durable plate that can be used. Especially adapted to hospitals for donor and memorial plates. The steady use of these plates for more than forty years has proven their popularity beyond any doubt.



Style 27—Fancy Ends

Size	Black Letters or Figures Each	Gold Trimmed Each
¾"x2½"	$0.60	$0.70
1 "x3¼"	.70	.80
1½"x3¾"	.80	.90
2" x6"	1.06	1.60
2¼"x7 "	1.20	2.00
2½"x8 "	1.40	2.10
2½"x9 "	1.80	2.50
3 "x10 "	2.10	2.90



Style 24—Oval Ends

Size	Black Letters or Figures Each	Gold Trimmed Each
¾"x3 "	$0.50	$0.60
1 "x4 "	.54	.67
1¼"x5 "	.70	.80
1¼"x6 "	.80	.90
1½"x7 "	.90	1.10
1½"x8 "	1.10	1.30
1½"x9 "	1.30	1.50

The above prices are for plates with one line of letters or figures. Add 50% for each additional line.

To obtain cost of plates with blue letters or figures add 33 1-3% to above prices. Plates smaller than 1¼"x5" cannot be made with blue letters or figures.

For sizes not listed, use price of next larger size.

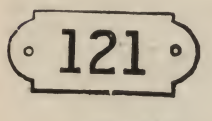
Round head brass wood screws for attaching above plates, 7c dozen, 75c gross.

ENAMELED PLATES

ENAMELED on copper are used for many puroses, such as numbering hotel doors, church pews, postoffice boxes, etc.; for bell plates, "Push" and "Pull" plates, door and name plates; for labeling grocers' and druggists' drawers; for street name and number plates, etc. The letters and figures, enameled black or blue with or without a gold trimming fired in, on a pure white ground, make the cleanest and most durable plate that can be used, much superior to any metal plate.

NUMBER PLATES

Enameled on Copper



Style 22

	Black or blue figures Each	Gold trimmed Each
½"x1½"	21c	32c
¾"x1¾"	21c	32c
1 "x2½"	26c	40c
1½"x3 "	28c	45c
1¾"x4 "	35c	50c
2 "x5 "	42c	64c

	Black or blue figures Each	Gold trimmed Each
1½"x1½"	22c	32c
2¼"x2¼"	27c	40c
2¾"x3 "	32c	44c
3 "x3¼"	42c	64c
3½"x3¾"	52c	72c

Style 23

State color of figures, black or blue, when ordering.
Round head brass screws for attaching above plates, 7c dozen, 75c gross.
Number plates are made to order, but only a few days are required for delivery.
They cannot be exchanged or returned for credit.

PUSH AND PULL PLATES

Enameled on Copper

The PUSH, PULL and BELL plates listed on this page, like all other enameled plates are very legible and, because of their hard surface, are easily kept clean.

Made with black letters on white ground, with or without gold trimming.

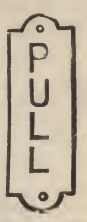
Style 29

Size inches	Black Letters Each	Gold Trimmed Each
2¼"x2¼"	32c	48c
2¾"x3 "	38c	56c
3 "x3¾"	43c	64c

Style 29, size 2¼x2¼ can be supplied from stock reading "IN" or "OUT" with blue or black letters, 35c each.

Size inches	Black Letters Each	Gold Trimmed Each
1"x4"	43c	64c
1½"x6"	53c	80c
2"x7"	75c	$1.12

For plates larger than 2"x7", see page twenty-one, style 34, size 10"x 2½".



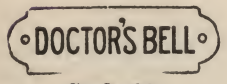
Style 30

Round head brass screws for attaching the above plates. 7c dozen, 75c per gross.

BELL PLATES

Enameled on Copper

Black letters (with or without gold trimming) on white ground for labeling door bells, mail boxes, etc.



Style 32
Size 1x3¼

Bell	Night Bell	Office
Dentist's Bell	Please Ring	Ring Bell
Doctor's Bell	Private	Walk In
Janitor		

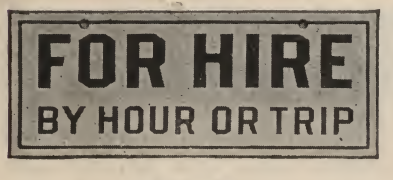
	Black letters Each	Gold trimmed Each
Style 32	35c	40c
Style 33	35c	48c

Style 33
Size 2¼x2¼

Style 33, reading "IN" or "OUT" with blue or black letters, 35c each.
Plates with special inscriptions listed on page twenty-one, Styles 24 and 27.
Round head brass screws for attaching the above plates, 7 dozen, 75c per gross.

TAXICAB PLATES

Enameled on No. 18 gauge Armco iron, because of their contrasting colors are legible in a dim light.



Style 26
10"x4", White ground, blue letters

Styles 26 and 41 are very popular with taxicab drivers because they are very legible. Enameled iron plates are very easily cleaned with a damp cloth.

Both styles are carried in stock for immediate delivery.

		Each	Dozen	Twenty-five
Style 26	10"x4"	$0.75	$6.00	$10.00
Style 41	7"x5"	.75	6.00	10.00

Style 41
7"x5", white ground red letters

IF YOU DESIRE TO HAVE YOUR ORDER SHIPPED BY PARCEL POST, INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER POSTAL CHARGES. IF ANY BALANCE REMAINS, IT WILL BE REFUNDED WITH OUR INVOICE.

ENAMELED IRON PLATES—Genuine Porcelain

DELIVER IN REAR PLATES

Enameled Iron

The wood work, doors, and entrances of homes, apartment and office buildings are badly damaged not only in the moving season, but during the entire year by careless delivery men delivering furniture and packages. Warning plates should be attached to the front doors.

Enameled steel plates are very durable and legible.

Style 39

White plates with black letters

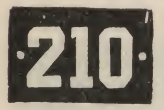
Style	Size inches	Each	Dozen	Fifty	Hundred
No. 39	2x6	$0.80	$6.00	$20.00	$30.00
No. 39	3x8	1.00	8.40	23.00	34.00

Round head brass screws for attaching above plates, 7c dozen, 75c gross.

See pages twenty-nine, forty-four and fifty-six for BRASS GLASS AND TRANSFER Deliver in Rear plates.

STREET NUMBER PLATES

Enameled on steel, are strong and durable and the ease with which they are kept clean and bright, is causing them to be much used and to give great satisfaction. They are made to order with white figures on a blue ground in the following sizes.



Style 35

3x 6in.	3x7 in.	4x6 in.	4x7 in.
$2.75	$2.80	$3.00	$3.25

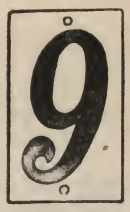
Plates with four figures must be seven inches long.

HANDY HOUSE NUMBERS

Enameled Iron

Size	Each	Dozen	Fifty	Hundred
2"x3"	30c	$3.00	$10.00	$18.00

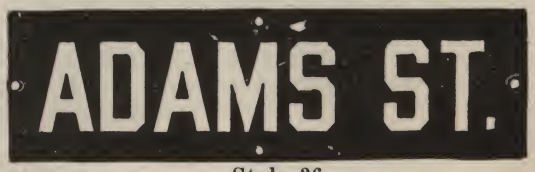
These number plates, because of the contrasting colors, are legible in even a dim light. Made of iron finished in white porcelan enamel with blue figures. One figure on each plate.



Style 40
White Plates
Blue Figures

STREET NAME PLATES

Enameled on No. 18 Gauge Armco Iron



Style 36

Porcelain enameled iron signs are used to designate the names of streets in almost all cities using street names. They are more durable and more popular than any other type.

The usual or standard size is 20 in. x 4 in., blue ground, with three inch white letters.

Street signs can be made single face or double face, any size and color.

Prices quoted on application. State size, colors, whether single or double face and the quantity of signs required for each street name.

PHYSICIANS' CROSSES

Genuine Porcelain—Enameled Steel

Green cross on white ground; very legible, can be seen from a great distance. Size 5x5 inches, Each $1.00. Shipping weight, one or two plates, one pound.

Style 37

METAL MOULDING Wood Filled

Style 147

The appearance of any sign is greatly enhanced by framing it suitably. The life of a sign is greatly increased by the protection afforded by framing it in metal.

The moulding is made in three widths, ⅝, one, and 1¾ inch and in five finishes: polished brass, polished copper, oxidized black copper, mottled oxidized copper and statuary copper.

The cost of complete frames is computed by doubling outside measurement, length and width, in lineal feet, i. e., a frame having an overall size of 26x14 inches contains seven lineal feet, plus one foot for waste in cutting the miters at the corners, or eight feet would cost $5.60 if made of 1 in. moulding.

Fractions of less than one-half foot are figured as one-half a lineal foot. Fractions of more than one-half foot are figured as one lineal foot.

If in doubt of the sizes to specify when ordering frame for the front of a building for bulkhead signs, send a rough sketch of the front of the building. See photograph on page twenty. Do not fail to allow for doors that open outward.

When the sidewalk appears to slope as compared to the store front so that the vertical measurements at each end of the frame are not the same, be sure to state whether right angles (90°) angles are located at the top or bottom of the frame.

CORNER PIECES

Corner pieces are used at corners to cover unsightly joints.

	Each
For ⅝ inch moulding	$0.20
For 1 inch moulding	.20
For 1¾ inch moulding	.28

Complete Frames with Wood Backs

	Per Lineal Foot
⅝ inch moulding	$0.70
1 inch moulding	.70
1¾ inch moulding	1.00

Minimum charge $3.00 for one frame

State style and size of moulding and whether the measurements are sign sizes or overall sizes.

MOULDING ONLY, NO BACKS

Metal moulding can be supplied cut to any length with corners mitered and without backs. In computing the cost, one foot must be added for wastage in cutting.

⅝ inch, per lineal foot	$0.30
1 inch, per lineal foot	.30
1¾ inch, per lineal foot	.60

Minimum charge $1.50

State width and finish.

To Obtain Sign Size When Overall Size of Frame Is Known

For ⅝ inch moulding deduct one inch from length and width.
For one inch moulding deduct 1½ inch from length and width.
For 1¾ inch moulding deduct 2½ inches from length and width.

ELECTRIC SIGNS

Change the "Passers By" To Buyers

Electric Signs are in greater demand than ever and a strongly constructed, properly designed electric sign is an investment that will pay for itself many times by increasing sales and by enhancing the appearance of a store front or show window.

While the cost of most of the commodities of life have been steadily increasing, the cost of electricity has just as steadily decreased until now it is false economy not to use a generous electrical display to advertise your merchandise and your service.

By the proper diffusion of the light we are able to obtain wonderful illumination with the minimum amount of current consumed.

SPECIAL LAMPS are not used in any of our electrical signs. We use standard, genuine Mazda lamps that can be procured from the electrical shops in all cities.

The fronts of our electric signs are finished in "No-Glare" colors so that none of the advertising value is lost through improper reflection.

ABSOLUTELY GUARANTEED AGAINST DEFECTS

The various part of our signs are strongly constructed and ruggedly assembled. The lamps are the only parts that can depreciate and they can be easily replaced for a few cents.

TRADE-MARKS

We do not limit you to stock designs of letters. Your individual designs, trade-marks or styles of letters can be duplicated in any of our electric signs at no additional cost.

WHEN ORDERING

WHEN ORDERING kindly state whether the signs are for indoor or outdoor use and how they are to be hung. It is a good plan to send a rough sketch showing the layout desired, approximate sizes of the letters and the position of the outlet for the cord to be used in connecting the sign to your service receptacle. At a slight addition of cost it is possible to construct the following signs for out-door use.

"RA-LITE" ELECTRIC SIGNS

GAS TUBE COLORS (Ray Light)

"RA-LITES," because of their brilliant penetrating colors, demand attention when other mediums fail. The letters, trade marks, etc. are usually a brilliant red and the borders in vivid green, however, blue and amber are also used.

The glass is sandblasted so as to leave the letters and borders slightly raised. The background is finished in a very pleasing and attractive marble-like white.

IT IS IMPOSSIBLE TO IMAGINE THE WONDERFUL EFFECT, PRODUCED BY RA-LITE SIGNS.

Style 2035, with bronze frame as illustrated
Style 2036, with wood frame.

RA-LITE signs are made in two styles—Style 2035 has a bautiful bronze (Not plated) frame as shown in the illustration. The wood frames used on Style 2036 are "Two-Tone," green and gold.

Glass Size	BRONZE FRAME Iron Back Single Face	BRONZE FRAME Iron Back Double Face	WOOD FRAME Iron Back Single Face	WOOD FRAME Iron Back Double Face
6x18 in.	$17.65	$22.10	$15.30	
6x24 in.	22.65	31.75	19.25	
6x30 in.	26.50	37.00	22.80	
6x36 in.	31.25	43.50	26.80	
8x24 in.	28.50	38.50	20.50	$29.85
8x30 in.	33.50	45.50	23.70	32.80

Glass Size	BRONZE FRAME Iron Back Single Face	BRONZE FRAME Iron Back Double Face	WOOD FRAME Iron Back Single Face	WOOD FRAME Iron Back Double Face
8x36 in.	$37.00	$49.65	$27.65	$41.15
10x30 in.	38.65	51.75	29.65	43.15
10x40 in.	44.90	61.15	35.40	50.65
10x48 in.	49.75	68.70	42.20	61.70
12x36 in.	43.25	56.50	34.65	52.25
12x48 in.	54.90	77.15	47.40	64.15

Compare these prices with the cost of Gas Tube Signs—Initial and Maintainence.

The above prices include genuine Mazda lamps, eight feet of standard P. S. cord and two piece attachment plug.

Any reading matter may be had; not over twenty letters per square foot. If more than twenty letters per square foot, there will be an additional charge of 25c for each additional letter.

Simple trade-marks and special designs of letters can be had at no extra charge.

BEFORE ORDERING, kindly read the last paragraph at the top of this page.

ECONOMY SIGNS

LOW FIRST COST LOW OPERATION COST PRACTICALLY NO MAINTENANCE COST

The inscription is sandblasted into opal glass which illuminates with a clear intense white with use of only two, twenty-five watt Mazda lamps.

Styles 2000 and 2001 may be operated for TWENTY HOURS FOR A COST OF ONLY SIX CENTS at the rate of 6c per kilo-watt hour.

Any inscription containing not more than twenty letters.

Beautiful two-tone green and gold wood frame.

Glass Size, 18x6 inches

Style 2000 Equipped with two lamps burning steadily $12.00

Style 2001 Equipped with two lamps flashing on and off 13.30

Style 2002 Equipped with two white lamps flashing slowly on and off and one red lamp blinking rapidly—an appearance of a triple action 14.80

COMPLETE WITH LAMPS, EIGHT FEET CORD, TWO PIECE ATTACHMENT PLUG AND CHAIN, READY TO USE.

Styles 2000, 2001 and 2002

ECONOMY SIGNS Electric (Special Sizes) Style 2003

The construction of these signs is practically the same as style 2000 illustrated above except that the back is made square and the number of lamps is increased proportionately for the larger sizes.

FRAME—Wood—Very attractive two-tone green and gold finish.
GLASS—Sandblasted opal, background finished in any color.
BACK—Galvanized iron finished in egg-shell gloss black lacquer.
Any inscription containing not more than twenty letters per square foot.

Glass Size	Single Face	Double Face
6"x24"	$18.75	
6"x30"	22.25	
6"x36"	25.90	
8"x24"	19.90	$28.50
8"x30"	21.90	31.50
8"x36"	26.90	38.25
10"x30"	28.25	40.25
10"x40"	33.75	47.25
10"x48"	40.25	57.75
12"x36"	33.00	48.00
12"x48"	45.25	59.75

The above prices include lamps, eight feet of standard cord, two piece attachment plug, six feet safety chain and hooks for hanging.

Larger sizes quoted on application. State size of sign or the approximate sizes of letters and the inscription.

Read last paragraph at the top of page twenty-four before ordering.

"OPAL" BOX TYPE ELECTRIC SIGNS For Exterior and Interior Use

"OPAL" signs are made with box type frames for out-door use.

The glass used in exterior signs is the same as described above and is set in BRONZE (not plated) frames. The backs or boxes are strongly constructed of galvanized iron for the larger sizes and of terrne plate for the smaller sizes. Terrne plate is a lead coated sheet iron. Signs made of these metals and finished in weather-proof lacquers will last many years.

Box type signs can also be constructed entirely of bronze which will never rust.

The following price list covers single and double face signs up to and including 12x48 inches, glass size. Larger size quoted on application. State the glass size or the approximate sizes of the letters, the inscription, color, how the sign is to be hung and whether it is to be single or double face.

Style 2030, All Bronze
Style 2031, Bronze frame, Iron Back

Glass Size	Bronze Frame, Iron Back Single Face	Bronze Frame, Iron Back Double Face	All Bronze Single Face
6"x18"	$17.00		
6"x24"	22.00	$30.75	$25.75
6"x30"	26.00	36.50	30.40
6"x36"	30.40	42.65	34.50
8"x24"	27.75	37.75	32.20
8"x30"	32.25	44.25	37.25
8"x36"	35.50	48.20	40.50
10"x30"	37.25	50.25	44.75
10"x40"	43.50	59.75	50.90
10"x48"	47.75	66.75	59.00
12"x36"	41.75	54.25	49.75
12"x48"	52.75	72.75	62.25

READ THE LAST PARAGRAPH AT THE TOP OF PAGE TWENTY-FOUR BEFORE ORDERING.

DIRECTIONAL SIGNS

Electric

DIRECTIONAL SIGNS are in great demand for the use implied by their name—to direct patrons courteously and quickly so that you may easily satisfy their requirements.

DIRECTIONAL SIGNS are made in two styles, the "OPAL" and the "GREENGLOW" as illustrated and described below.

OUR SINGLE FACE DIRECTIONAL SIGNS CAN BE CHANGED TO DOUBLE FACE SIGNS AT ANY TIME BY REMOVING THE METAL BACK AND INSERTING A SECOND SHEET OF GLASS.

The frames are constructed of solid shell bronze moulding, NOT PLATED—CAN NEVER RUST.

FINISHES—Natural Bronze, Statuary Bronze, black or any sprayed bronze or lacquer colors.

RELAMPING—It is not necessary to take down or dismantle any of our directional signs when replacing lamps. This is an important feature as burnt out lamps are easily and quickly replaced by simply lifting out the reflector in the top.

TYPES

Directional signs are made in various standard types to meet different conditions encountered in hanging.

HANGING TYPE—For hanging from ceiling fixtures, style 2042, or wall brackets, style 2040 and 2041, illustrated on page twenty-seven.

END WALL TYPE—The end of the frame of this type is constructed so that the sign can be attached direct to the wall without the use of a bracket. This style is not made larger than twenty-four inches in length.

FLUSH WALL TYPE—The back of this type is made flat so that the sign can be attached flat against the wall. This type can only be made single face.

OPAL SIGNS

Electric

The glass in our "OPAL" signs illuminates with a clear milk-white opal color without any displeasing greenish or bluish cast. By sand blasting the glass the letters are left slightly raised which adds to their legibility. The background can be finished in any color generally russet bronze or egg shell gloss black are used.

"GREENGLOW" ELECTRIC SIGNS

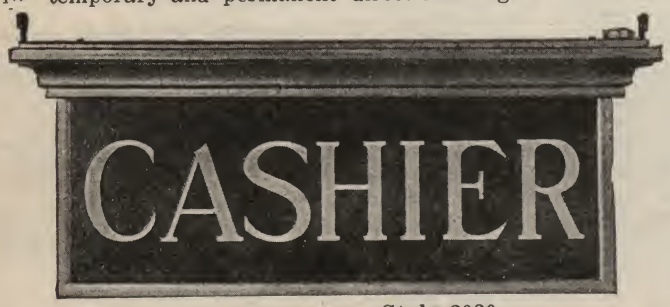
"GREENGLOW" electric signs, because of their novel method of illumination and narrow frames, are very popular for directional and dignified advertising signs.

The lamps are concealed in the "Cap" at the top of the frame and the light is cast through the edge of the glass so that it is polarized by the sandblasted letters into a pleasing greenish glow.

A special plate glass having a green tinge is used in our "GREENGLOW" electric signs. The letters are deeply sandblasted into the back and the face is left perfectly smooth affording a very easy sign to keep clean.

The letters can be made to illuminate in colors by coloring them on the inside or back.

"GREENGLOW" signs. because they are not legible when not illuminated, are especially useful for temporary and permanent directional signs.



Style 2022 illustrates the end view of "Opal" flush wall type.

Style 2022

Style 2020
Front and end views—"OPAL" hanging type.

End view of "Greenglow flush wall type, Style 2012.

Style 2012

Style 2010
Front and end view—"GREENGLOW" hanging type.

Price list for "GREENGLOW" and "OPAL" directional signs on next page.

☛ BEFORE ORDERING read the last paragraph at the top of page twenty-four.

DIRECTIONAL SIGNS

Continued from preceding page.

Style 2011, "GREENGLOW" Standing Type
Style 2021, "OPAL" Standing Type

Style 2012, "GREENGLOW" End Wall Type
Style 2022, "OPAL" End Wall Type
See end views on page twenty-six

PRICE LIST

Greenglow and Opal Directional Signs

Styles 2010, 2011, 2012, 2013, 2020, 2021, 2022 and 2023

Glass Size	Single Face	Double Face	Glass Size	Single Face	Double Face
10″x5 ″	$19.90	$22.40	24″x 8″	$25.75	$30.15
16″x 6″	21.20	24.70	30″x 8″	30.35	36.00
24″x 6″	24.25	27.70	36″x 8″	35.70	41.30
30″x 6″	27.85	32.25	30″x10″*	35.75	43.00
36″x6″	32.95	38.60	40″x10″*	43.95	53.95
16″x 8″	22.50	25.95	48″x10″*	53.60	65.45

* "GREENGLOW" signs 30″x10″ and larger quoted on application only. The last three sizes marked " * " do not apply to "GREENGLOW" signs as these sizes require a special arrangement of lamps.

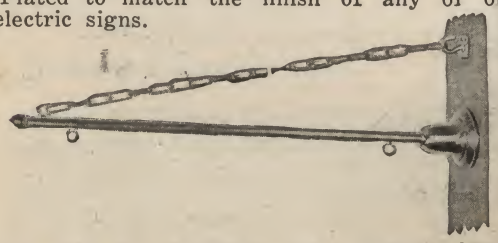
The above prices include lamps, eight feet of cord and two piece attachment plug, but does not include chain or fixtures for hanging.

BEFORE ORDERING—Kindly read the last paragraph at the top of page TWENTY-FOUR.

FIXTURES FOR HANGING ELECTRIC SIGNS

WALL BRACKET

Wall brackets are supplied complete ready to attach.
Plated to match the finish of any of our electric signs.



Style 2040 For hanging signs larger than 8″x24″ complete with chain and wall hook as illustrated $6.50

Style 2041 For hanging signs, 8″x24″ and smaller. Same as style 2040, but without chain $5.00

CEILING FIXTURES

For hanging sign from ceiling

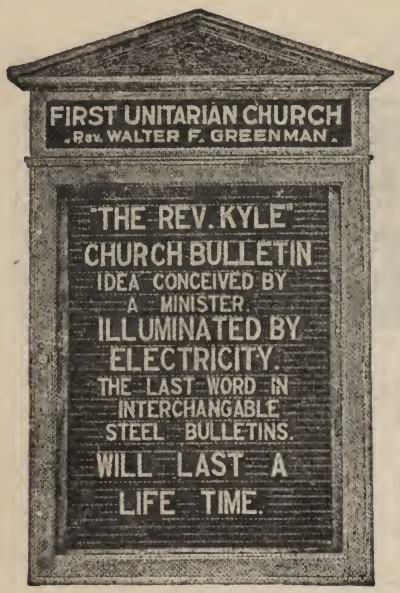
Style 2042 For hanging signs from ceiling. Two fixtures are usually required for each sign.
Without chain, each $3.00

Style 2042

Style 2043 FIXTURE CHAIN for use with ceiling fixture Style 2042
Sprayed finish, per foot $0.25
Plated finish, per foot .90

ELECTRIC BULLETIN BOARDS

Bronze Frames—For Outdoor Use



Style 2060

The frame and sides of this CHANGEABLE BULLETIN BOARD are constructed of bronze. The back is made of galvanized iron. This construction affords a bulletin board that will last many years with a minimum amount of attention.

The name plate in the top panel is sandblasted opal glass—white letters and chocolate bronze background.

The changeable section is removable permitting changes of copy to be made indoors.—A very convenient feature.

The celluloid letters used in this board are the same as used for the bulletin boards shown on page fifty-two. As the letters are held in place by felt covered grooves, they cannot slide out of place when removing or inserting the sign section.

THE ENTIRE BULLETIN IS ILLUMINATED.

LEGIBLE DAY AND NIGHT.

THE REMOVABLE SIGN SECTION is tilted back at the top so that the electric lamps, which are behind the opal glass sign section, illuminate the entire Bulletin Board.

Electrically illuminated boards can be made any size. When requesting prices, state the size desired or the amount of copy you desire to use.

Style 2053

BALL ARM BRACKETS

For Canteen Globes

Black enameled, VERY RUGGED. Extends 15 inches from bldg. With six inch cast iron holder wired ready for use. Each $5.00

Price does not include lamp or canteen globe.

BASES FOR CANTEEN GLOBES

Style 2051

See illustration in left column. Finished in white enamel, wired ready for use.

For 14"x6" or 16"x6" Globes, -------Each $5.00

Price does not include lamp

Style 2050

The above illustration is a photograph of a sixteen inch globe mounted on style 2051 base. Base is not included in the cost of the globe.

CANTEEN GLOBES

Opal Glass

Canteen Globes have been used for many years when small double or single face signs are required.

The inscription is sandblasted into both sides of the globe. The letters are generally finished in black, however, any two colors may be used at no extra charge.

Size	Each
12"x4"	$10.00
14"x6"	13.00
16"x6"	16.00

Discounts on quantities of six or more alike: state size, colors and inscriptions.

The first dimension is the diameter of the globe. The second dimension is the diameter of the neck.

☞ The above prices do not include bases or brackets—see styles 2051 and 2052 on this page.

Style 2052

Gooseneck Brackets

For Canteen Globes

STRONGLY CONSTRUCTED—VERY RIGID

Wired and complete with chain as illustrated, ready to hang.

Length, 30 inches, each $5.00

L A M P or CANTEEN GLOBE not included in price of Bracket.

ETCHED BRASS STOCK PLATES

Raised brass letters and borders, black ground.

For use on doors and desks; in hotels, schools, office buildings and institutions where plates of an attractive appearance are required.

Style 94

90 Cents Each. Special Prices in Quantities.

Width, 2¼ inches, Varying in Length as Necessary. Average Size, 2¼x10 inches.

Accountant	Consultation	Janitor	Notary Public	Sales Manager
Assembly Room	Credit Dept.	Keep Out	Office	Secretary
Asst. Cashier	Dentist	Kitchen	☛Office	Shipping Dept.
Auditor	Dentist☞	Laboratory	Office☞	Shower Bath
Baggage Room	☛Dentist	Ladies	Open	Smoking Room
Bank Closed	Dining Room	Ladies' Bath	Order Dept	Stenographer
Bank Open	Doctor's Office	Ladies' Parlor	Parcel Room	Stock Room
Barber Shop	Elevator	Ladies' Rest Room	Parlor	Store Room
Bath	Elevator Not Running	Ladies' Toilet	Paying Teller	Superintendent
Bath Room	Entrance	Lavatory	President	Sup't of Schools
Billiard Room	Employees Only	Library	Principal	Telephone
Bookkeeper	Exit	Manager	Private	Teller
Boys	Furnished Rooms	Men	Private Office	Treasurer
Boys' Toilet	General Manager	Men's Bath	Public Stenographer	Toilet
Cashier	Gentlemen	Men's Toilet	Pull†	Vice President
Chief of Police	Gents' Toilet	Next Window	Push†	Waiting Room
Class Room	Girls	☛Next Window	Purchasing Agent	Walk In
Cloak Room	Girls' Toilet	Next Window☞	Reception Room	Wash Room
Closed	Gymnasium	No Admittance	Restaurant	Women
Coat Room	Information	No Smoking	Rest Room	Writing Room
Collections				

Shipping Weight, one to three plates, one pound

Round head brass screws for attaching, 7c dozen, 75c gross.

Plates with special reading matter, not listed above one line, ---------- $5.85 Each

Plates with special reading matter, not listed above two lines, ---------- 7.85 Each

Wood blocks for use on desks (See Style 1020, below) Mahogany or Oak finish, extra ---------- 1.20 Each

Shipping Weight, Wood Block, Plate Attached, one Pound

Double face signs for attaching to door casings are made by attaching two plates to a wood paddle. The paddle is 2¼ inches wide and two inches longer than the plate; finished in Oak or Mahongany.

Paddle with two plates attached ---------- $3.00

Shipping weight, two pounds.

See pages 21, 33, and 46 for Enamel, Glass and Bronze door and desk plates, styles 102, 1032, 1037 and 208.

DELIVER IN REAR PLATES

Polished brass, black letters.

Size	Each	Dozen
2½x8 inches	$0.75	$5.40

Style 95

See pages 23 and 44 for enamel and glass plates, styles 39 and 203.

ETCHED PLATES

Brass or Aluminum

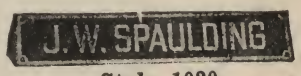
Style 93

Can be made in any size or shape with any inscription in quantities of twenty-five or more. Raised letters and borders, colored backgrounds.

Send rough sketch when requesting quotations.

NAME PLATES

Polished brass letters & borders; sunk, black ground.



Style 1020

For use on desk, counters, in show windows, etc.

Size 12x2½, or smaller, without block, one line of letters ---------- $3.90

Two lines of letters ---------- 4.40

Wood block, Oak or Mahogany finish, extra 1.20

Shipping weight with plate attached, 1 pound

ETCHED BRASS PLATES

Raised Letters & Borders, Black Ground

Style	Each	Dozen
107	$0.30	$2.40
108	.30	2.40

Shipping weight, one to six plates, one pound.

Style 108 1½x3 in.

Style 107 2¼x2¾ in.

Larger quantities quoted on application.

ENGRAVED BRASS SIGNS

Deep and Clean Cut Letters for Long Life

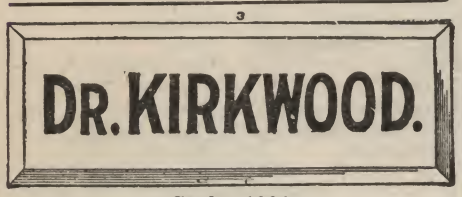
These signs are HAND ENGRAVED and filled with the best AIR-DRYING FILLER. The letters are DEEPLY CUT and they will last for YEARS without re-filling. The best is the cheapest.

Do not confuse engraved signs for outdoor use with etched signs that are shallow and have a thin oxide in the letters which soon wears out. It is often necessary to recut etched signs.

ENGRAVED BRASS SIGNS can be made in any size or style. Simple designs such as Styles 1000 and 1001 are priced on page thirty-one. Other styles are quoted on application.

Style 1003

No design or trade-mark is too difficult to handle by the engraving process. The cost depends on the size of the sign and the labor required. When requesting prices, send a cut (any size) of the design desired.



Style 1001

This cut illustrates a simple type. The cost is based on the area of the sign and the lineal inches of lettering. See price list on page thirty-one.

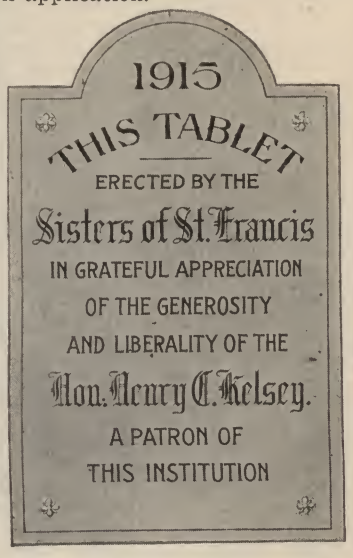
Due to forming the bevel; beveled edge signs are slightly smaller than the stated sizes; i. e., A 16″x10″ beveled edge signs actually measures approximately 15½″x9½″.

Name plates or "Shingles" as they are sometimes called, have a dignity not afforded by other types. This illustration shows a simple style

Style 1001

having beveled edges. The cost depends on the area and the lineal inches of lettering. See price list on page thirty-one.

Due to forming the bevels, beveled edge engraved brass signs are slightly smaller than the stated sizes, i. e., a 16″x10″ sign will actually measure approximately 15½″x9″. The loss in area depends on the width of the bevel.



Style 1004

Style 1004 is an illustration of a flat (without beveled edges) engraved brass sign, cut in a special shape. The cost is based on the size and the amount of labor required.

Give all possible details when requesting quotations.

Style 1000

This is a photograph of an 8″x3″ memorial plate used for commemoration purposes and for indicating the donors of church windows, altars, etc., and hospital equipment. The cost is based on the lineal inches of lettering and the area See price list on page thirty-one.

Style 1002

The letters can be engraved in any style. The above illustration shows the Old English letters. To obtain the cost of this style, add $2.00 to prices shown on page thirty-one for each six lineal inches or less of Old English letters. Simple types of letters such as plain French, Modified Roman, etc., are figured at the base price.

Style 1005

DRUM SIGNS

Engraved Brass

Flat (without beveled edges) engraved brass signs can be bent, "Drummed" to fit around corners of buildings, posts, pilasters, etc. There is no extra charge for drumming brass signs, but an additional charge must be made for the special wood backs that are required. The cost of the backs depends on the size. The charge is usually $6.00 to $10.00.

If the sign is to fit a post, state the diameter of it when ordering.

ENGRAVED BRASS SIGNS

Deep and Clean Cut Letters for Long Life

One line of lettering, twelve lineal inches or less

Size	Without beveled edges Style 1000	With beveled edges Style 1001
2"x 6" or 12 square inches	$ 2.70 each	$ 3.60 each
3"x 8" or 24 square inches	3.20 each	4.70 each
4"x10" or 40 square inches	3.90 each	5.60 each
5"x12" or 60 square inches	5.20 each	7.10 each
6"x14" or 84 square inches	6.60 each	8.70 each
One line of lettering, eighteen lineal inches or less		
7"x16" or 112 square inches	$ 7.70 each	$ 10.00 each
8"x18" or 144 square inches	9.00 each	11.40 each
9"x20" or 180 square inches	10.00 each	12.70 each
One line of lettering, twenty-four lineal inches or less		
10"x22" or 220 square inches	$ 14.00 each	$ 16.80 each
11"x23" or 253 square inches	16.00 each	18.90 each
12"x24" or 288 square inches	18.00 each	21.60 each
13"x25" or 325 square inches	20.00 each	23.80 each
14"x26" or 364 square inches	22.00 each	26.00 each
16"x26" or 416 square inches	24.00 each	28.20 each

Additional lettering, $1.00 for each six lineal inches or less

Shipping Weight, six pounds per square foot.

ABOVE PRICES FOR PLAIN LETTERING ONLY. SPECIAL DESIGNS SUCH AS SCRIPT, OLD ENGLISH, SCROLLS, TRADE MARKS, etc., quoted on application. State size, reading matter, style of letters desired, quantity of signs that are to be alike and if possible send a rough sketch.

SIGNS LARGER THAN 16"x26" WITHOUT BEVELED EDGES up to and including twenty-four inches in width, with thirty-six lineal inches of lettering or less ----------$9.00 per square foot

SIGNS WIDER THAN TWENTY-FOUR INCHES UP TO AND INCLUDING THIRTY INCHES IN WIDTH with forty-eight lineal inches or less of lettering----------$10.50 per square foot

SIGNS WIDER THAN THIRTY INCHES UP TO AND INCLUDING THIRTY-SIX INCHES IN WIDTH with sixty lineal inches or less of lettering----------$12.00 per square foot

---

Fractions of square feet charged at ¼ square foot basis.
Beveled edges 5c per lineal inch extra.
Additional lettering $1.00 for each six lineal inches or less.

ABOVE PRICES FOR PLAIN LETTERING ONLY. SPECIAL DESIGNS SUCH AS SCRIPT, OLD ENGLISH, SCROLLS, TRADE MARKS, etc., quoted on application. State size, reading matter, style of letters desired, quantity of signs alike and if possible send a rough sketch.

Wood backs for beveled edge engraved brass signs, $1.50 per square foot.

THE BEST IS CHEAPEST FOR LONG LIFE

The letters on our engraved brass signs are deeply cut (etched signs are shallow) and are filled with the best enamel. They will wear YEARS without refilling. Etched signs are shallow cut and are filled with thin enamel, consequently they have a life only a few months.

REILLING and REPOLISHING Engraved Brass Signs Without RECUTTING the LETTERS

Signs containing thirty-six square inches or less----------$2.00 each
Signs larger than thirty-six square inches, up to and including one square foot----------$3.00 each
Signs larger than one square foot, charged at ¼ square foot basis----------$3.00 per square foot

RECUTTING quoted on application. Send a rubbing of your signs.

HAVE YOU READ THE MESSAGE ON PAGE ONE??

NO PARKING

We can honestly claim that this "NO PARKING" sign is the strongest and most durable on the market. Height Overall—48 inches.

The disc is 14″ in diameter, 10 gauge Armco Iron. Not a casting—CANNOT BE BROKEN. Black ground, aluminum bronze letters; very legible.

As the letters are deeply cut into both sides of the disc, they can never be defaced. The letters and disc can be refinished by anyone should it ever be necessary.

The bracket is a rugged maleable casting strongly riveted to the disc.

The cast iron base weighing eighteen pounds is sixteen inches in diameter and is designed for great strength. Drilled for bolting to sidewalk.

The standard is black iron pipe driven into the base—not threaded. We do not thread the pipe because we found that this method reduced the strength 50%.

Style 1050

STOCK INSCRIPTIONS

NO PARKING (blank)*

NO PARKING

NO PARKING (blank)* CITY COUNCIL ORDER

NO PARKING POLICE ORDER

NO PARKING BETWEEN SIGNS

NO PARKING BETWEEN SIGNS POLICE ORDER

NO PARKING LOADING ZONE CITY COUNCIL ORDER

NO PARKING CITY COUNCIL ORDER

NO PARKING (blank)* POLICE ORDER

NO PARKING BETWEEN SIGNS CITY COUNCIL ORDER

NO PARKING LOADING ZONE POLICE ORDER

*These discs have a blank space in which customer may paint special inscriptions.

Complete Sign, Any Stock Inscription	$12.00
Disc only, Any Stock Inscription	8.00
Disc only, not lettered	2.00
Bracket only	.75
Pipe only	.50
Base only	3.75

The DISCS are drilled with two holes to fit Brackets.

Signs with special inscriptions can be supplied at an additional charge of $12.00 for the necessary stencils regardless of the number of signs required, i. e., one complete special sign will cost $24.00; two signs alike, $36.00 for both.

RAISED LETTER BRASS AND COPPER PLATES

Polished Letters and Borders, Black Backgrounds

Style 1021

Style 1022

Style 1023

Style 1024

Engraved brass and copper plates can be made with the letters and borders in relief. To obtain the cost of styles 1021, 1023 and 1024, add 50% to prices shown on page thirty-one for brass and 65% for copper.

Raised letter brass and copper plates can be cut in any odd shape such as shown by style 1022. Give all possible details when requesting quotation.

See page thirty-three for cast bronze tablets.

CAST BRONZE TABLETS

Cast bronze tablets are the most durable signs that can be made and, although the first cost is higher than for other types, the ultimate cost is less as CAST BRONZE CAN NEVER WEAR OUT.

The background of cast bronze tablets if left in the natural bronze color, will usually weather to a beautiful vedi green.

By the use of a chemical process, we can imitate the natural verdi green. An additional charge of $1.00 to $6.00 must be made for this finish. Sprayed lacquer finishes such as black, lacquer verdii green, lacquer bronzes, etc. are applied at no extra charge.

The edges of the tablets and the faces of the letters and borders are finished in a dull polish.

The background of this tablet is a distinctive design of interlocking circles called Romanesque.

The border is the well known "Egg and Dart" design which lends itself beautifully to cast bronze tablets of this style.

Any type of letters may be used, however, the regular Roman is, undoubtedly, the most pleasing of the conventional designs.

The rosettes in corners are used to conceal the heads of the screws used for attaching the tablet. This style is made with a flat back instead of a "Returned" border as is the general practice with tablets having flat face single and double line borders.

Style 1036

Style 1033

This photograph illustrates a cast bronze tablet using a stock style of letters and "broken" double line border. This style of border is only used on tablets measuring 18"x14" or larger. The overall thickness at the border may be any size. The usual thickness is ¾ inch.

The corner ornaments are used to conceal the heads of the screws that attach the tablet.

MEMORIAL TABLETS
Cast Bronze

Style 1030

The motif of this style of tablet is special throughout. The embellishments in the upper corners can be supplied in a wide variety of styles.

When requesting a quotation on this style, state the inscription and send sketches of the border and corner designs.

Style 1037

Another type of ornamental end cast bronze tablet is shown by the illustration, 1037, which is generally used for door markers in hospitals, schools, institutions and public buildings. The standard size is 14"x2", but any size can be made to order.

Style 1032

This style illustrates the type of cast bronze tablets used for desks and door plates. The usual sizes are 10"x2½" and 12"x4". The cost depends on the number of lines of letters and the size.

Style 1034

The above photograph illustrates a single line border plate using standard pattern letters for small sizes of door and desk plates. The sizes generally are 6"x1½" to 10"x2".

Style 1031

Bronze tablets can be cast in any shape and with almost any style of letters. The cost depends on the size, shape, inscription and quantity.

RAISED CAST LETTER SIGNS

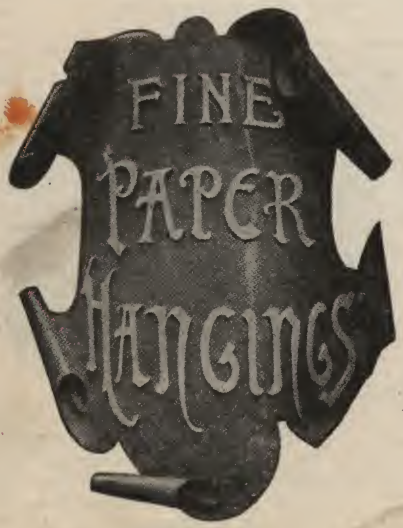
The following illustrations, 1040, 1041 and 1042 show the latitude that can be had by using various combinations of metals. When only a few letters are required and the area of the tablet is more than six square feet, the cost is usually less than for solid cast bronze.

Style 1042

This illustration is a photograph of a tablet made for one of the leading confectioners of Chicago, which has been in use for many years. The beveled edges, letters and border are cast bronze which were attached to sheet copper from the back with machine screws.

This tablet illustrates cast copper letters attached to Armco (rust resisting) iron. The border is also cast copper. The bracket and hangers are constructed of wrought iron, thus affording a very rugged construction.

Style 1041



Style 1040

Very distinctive tablets can be constructed with the use of cast bronze letters attached to highly polished sheet copper. If the copper background is not kept polished, it will usually tarnish to a beautiful verdi green or oxidize a soft black color. Hammered copper is often used instead of sheet copper.

STAMPED METAL LETTERS & FIGURES

STAMPED ALUMINUM LETTERS

De Vinne Style

May be used for many purposes—Tacked to velvet or plush covered baseboards; wired to woven wire fences, for lettering wagons, sign boards, wire signs and screens, motor boats, farm buildings, barns, etc.

Style 68

	Each
½ inch capitals	$0.04
1 inch capitals	.03
1½ inch capitals	.03½
2 inch capitals	.04½
3 inch capitals	.05
4 inch capitals	.10
6 inch capitals	.18
8 inch capitals	.35
Lower case to match, two inch capitals	.06
Lower case to match, three inch capitals	.07
Lower case to match, four inch capitals	.10
Lower case to match, six inch capitals	.15

No lower case for 8-in. caps.

Unless ordered otherwise, stamped aluminum letters and figures are supplied with holes for No. 18 escutcheon pins.

Escutcheon pins are included at above prices.

Stamped Aluminum letters and figures two inch and larger can be punched with holes for screws. If punched with screw holes, they cannot be exchanged or returned for credit.

Round head brass screws for attaching, 7c dozen, 75c per gross.

For board and metal work, where raised letters are required, these aluminum letters and figures finished with gold leaf, make elegant and durable signs. Prices for gilding 9c per upright inch extra.

STAMPED ALUMINUM FIGURES

De Vinne Style

Stamped aluminum figures have been used many years for house numbers, for numbering shelves, storage bins, as stock numbers, etc.

A stock of the two and three inch sizes should be displayed on the stock shelves of every hardware store. Many thousand of these figures are sold every year for house numbers.

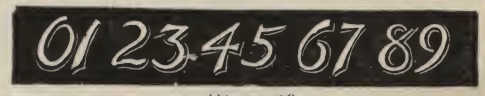
Style 70

	Each	Per 100	Per 1000
½ inch	$0.03½	$2.70	$26.00
1 inch	.03	2.50	24.00
1½ inch	.03½	2.60	25.00
2 inch	.04	2.80	26.00
2½ inch	.04½	3.00	27.50
3 inch	.05	3.20	29.00
4 inch	.08	7.50	68.00
6 inch	.15	14.00	130.00

The above figures are supplied, punched with holes for No. 18 escutcheon pins which are included at the above prices.

Two inch to Six inch sizes can be supplied to order with screw holes. When punched with screw holes, they cannot be exchanged or returned for credit.

ARTISTIC FIGURES —Stamped Aluminum



Style 69

Artistic Figures supply the demand for an inexpensive and ornamental house number.

4 inch—Not made in any other size

Each--10c Per 100--$8.00 Per 1,000--$70.00

Punched for No. 18 escutcheon pins unless otherwise ordered. Escutcheon pins are included without charge.

These figures may be punched to order for screws. When punched with screw holes, they cannot be exchanged or returned for credit.

Round head brass screws for attaching, 7c dozen. 75c per gross.

STAMPED ZINC LETTERS AND FIGURES

ROMAN FANCY

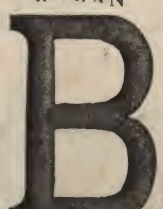
Stamped zinc letters are used on sign boards, wire signs, screens, barns, farm buildings, boats, etc. They can be painted any color. They can be soldered to copper, sheet iron, brass, etc.

Style 75

Height	Width	Each
8 inch	6¾ inch	$1.10
10 inch	8¼ inch	1.40

Height	Width	Each
4 inch	3¾ inch	$0.40
6 inch	4½ inch	.60
8 inch	5¾ inch	1.10
10 inch	7 inch	1.30
12 inch	8¼ inch	1.70
15 inch	11 inch	3.00

PLAIN ROMAN



Style 76

Figures are slightly narrower than letters.

Shipped without screw or nail holes unless ordered with holes. When punched with screw or nail holes, they cannot be exchanged or returned for credit.

Zinc letters and figures can be supplied to order finished in gold leaf at 10c per upright inch extra. Gilded letters or figures cannot be exchanged or returned for credit.

CARVED WOOD LETTERS—SEE PAGES EIGHTEEN AND NINETEEN

KINDLY INCLUDE A SUFFICIENT AMOUNT IN YOUR REMTTANCE TO PAY PARCEL POST CHARGES. IF YOU REMIT TOO MUCH, THE BALANCE WILL BE REFUNDED WITH OUR INVOICE.

ROMAN

Stamped brass letters and figures

Style 85A

For lettering and numbering racks, motor boats and small sign boards. They may be soldered the same as sheet metal.

Size	Each	Hundred
¾ inch	$0.06	$5.00
1 inch	.07	6.00
1½ inch	.09	7.00
2 inch	.10	10.00
3 inch	.18	12.00
4 inch*	.35	30.00
6 inch*	.70	60.00

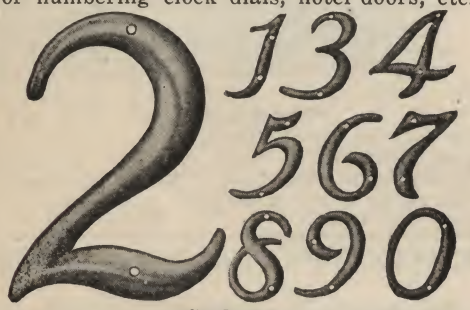
*Four and six inch made only to order and may not be exchanged or returned for credit.

Style 85A can only be supplied punched for escutcheon pins which are included at the above prices.

ORNAMENTAL BRASS FIGURES

Stamped Brass

One size only. The figure "2" is full size. For numbering clock dials, hotel doors, etc.



Style 74

Each*	Hundred	Thousand
5c	$3.00	$11.00

Can only be supplied punched with holes for escutcheon pins which are included in above prices. *Minimum order 25c.

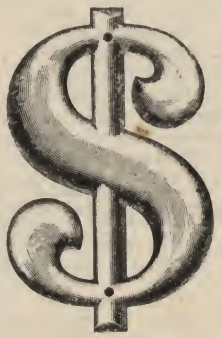
$ AND ¢ MARKS

Stamped brass or aluminum

To be used with aluminum and brass letters and figures.

One size only—1½ inch

Brass 12c each
Aluminum 10c each



Style 72

ARROW HEADS

Style 78

Stamped brass or Aluminum

For use with brass and aluminum letters and figures, styles 68, 70, 85 and 85A.

One size only—three inch.
Brass 12c each. Aluminum 10c each.

Stamped Brass, Nickel and Aluminum Letters and Figures

BLOCK STYLE

Style 85

STAMPED BRASS, Style 85

Size	Each	Hundred
1″ Letters or Fig.	$0.05	$4.00
2″ Letters or Fig.	.08	7.00
3″ Letters or Fig.	.12	10.00
4″ Letters only	.20	18.00

STAMPED NICKEL, Style 85

Nickelzinc

Size		Each	Hundred
1 inch	Letters or figures	$0.07	$6.00
2 inch	Letters or figures	.10	8.00
3 inch	Letters or figures	.12	10.00
4 inch	Letters only	.22	20.00

STAMPED ALUMINUM, Style 85

Size		Each	Hundred
2 inch	Letters only	$0.04½	$4.00
3 inch	Letters or figures	.05	4.50
4 inch	Letters only	.10	8.00

Style 85 letters and figures are supplied punched for No. 18 escutcheon pins unless otherwise ordered. Escutcheon pins are included at no additional charge.

These letters or figures may be punched to order for screws. If punched with screw holes, they cannot be exchanged or returned for credit.

BRASS and NICKEL can be soldered the same as sheet metal.

Style 77

FRACTIONS "½"

Stamped brass or aluminum

To be used with two inch or three inch brass or aluminum figures, style 70 or 85A.

Brass Size	Brass Each	Aluminum Size	Aluminum Each
2 inch	6c	2 inch	5c
3 inch	7c	3 inch	6c

INDEXES

Stamped brass or aluminum

One size only 6½″x3″

Brass
70c each

Aluminum
60c each

Style 73

State "pointing to the right or the left," when ordering.

BEFORE ORDERING: Kindly read the fifth paragraph, "PARCEL POST," on page 1.

CAST LETTERS AND FIGURES

Letters and figures may be cast in iron, bronze, brass, copper, lead etc. Each metal has its own particular uses. Cast bronze is in greater demand than all of the other metals, because it does not rust and if allowed to tarnish, assumes a beautiful green color called verdi green.

CAST BRASS FIGURES

Flat Face Roman

Style 88

Cast in solid brass, not plated, can never rust.

Used for house numbers; for numbering stock shelves; imbedding in concrete, etc.

For boat registry numbers, this style, because of its legibility, cannot be beaten.

For letters to match see style 89.

Size	Each	Hundred
¾ inch, with spurs	$0.12	$10.00
1 inch, with spurs	.13	11.00
1½ inch, with spurs	.14	12.00
*2 inch, with screw holes	.16	14.00
*2½ inch, with screw holes	.20	18.00
*3 inch, with screw holes	.25	20.00
†4 inch	.60	50.00
†6 inch	1.00	90.00

*May be made to order with spurs in quantities of 100 assorted figures.

†Made to order only, with spurs or screw holes and cannot be exchanged or returned for credit.

Brass screws for attaching, 7c per dozen, 75c per gross.

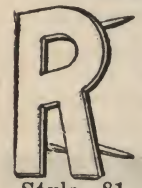
For 5-16 and ½ inch, see style 110 listed below.

CAST BRONZE LETTERS AND FIGURES

With spurs on back

Cast bronze letters can be made in any size, one inch and larger and any style. They can be cast from ⅛ inch thick to any desired thickness.

For setting in walks, concrete, etc.



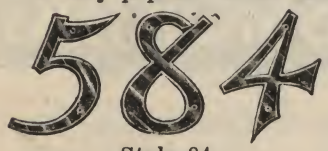
Style 81

Prices quoted on application. State reading matter, size, style and thickness and send a rough sketch of the cross section showign the face. It is also a good plan to state the method of use as this information will indicate the required finish.

CAST, BRASS & OXIDIZED COPPER FIGURES

Not Plated cast iron, cannot rust

A very popular house number. The oxidized copper figures match the hardware used in Colonial, Spanish or Old English types of homes.



Style 84

Size	Each	Hundred
3 inch Cast brass	$0.20	$15.00
3 inch Cast oxidized copper	.20	15.00
4 inch Cast brass	.25	20.00
4 inch Cast oxidized copper	.30	22.00

Special prices on quantities, 250 figures or more of one size and finish.

Screws for attaching, 7c dozen, 75c gross.

CAST BRASS LETTERS

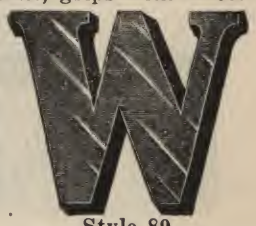
Flat Face Roman

Cast in solid brass, not plated, will never rust.

For imbedding in concrete, for attaching to harness, leather goods, trunks, grips with rivets.

For lettering cabinets, stock shelves, etc.

This style is recommended for boat names and registry numbers because they match the fittings and cannot be harmed by the action of fresh or salt water.



Style 89

Size	Each	Hundred
¾ inch, with suprs	$0.12	$10.00
1 inch, with spurs	.13	11.00
1½ inch, with spurs	.14	12.00
*2 inch, with screw holes	.18	16.00
*2½ inch, with screw holes	.25	20.00
*3 inch, with screw holes	.30	26.00
†4 inch	.60	50.00
†6 inch	1.00	90.00

Periods, commas and dashes, ½ price of letters.

Brass screws for attaching, 7c per dozen, 75c per gross.

*The 2, 2½ and 3 inch can be made to order with spurs instead of screw holes, in quantities of one hundred or more assorted letters.

†The 4 and 6 inch are made to order only with spurs or screw holes and cannot be exchanged or returned for credit.

For figures, see style 88, listed in left hand column of this page.

For 5-16 and ½ inch cast brass letters, see style 110 listed below.

CAST AND STAMPED BRASS LETTERS AND FIGURES

For initialing hand bags, vanity cases, etc. For lettering uniforms, caps, etc. For labeling cabinets, shelves, etc.

Style 110

The illustrations are full size.

This style has soft brass pins on the back which may be inserted through cloth and clinched on the under side.

The 5-16 and ½ inch are die cast, consequently they are very uniform in size and the edges are smooth.

	Each	Fifty	Hundred
5/16 inch Die cast brass Letters and figures	$0.10	$4.00	$6.00
½ inch Die cast brass Letters and figures	.10	4.00	6.00
¾ inch Stamped brass Old English letters	.12	5.00	9.00

For larger sizes of cast brass letter and figures see styles 88 and 89 above.

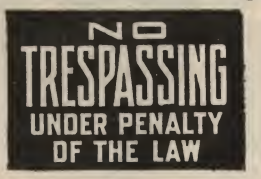
"LITHO" SIGNS

Many states and cities have laws and ordinances stating that proper cautioning signs be used. Many dollars of losses could have been saved if the proper warning signs had been posted in conspicuous places so that they could have been readily seen by workmen and visitors in factories, storage yards, etc.

"LITHO" signs are made of various weights of iron, usually No. 30 gauge. The letters on most of the signs are embossed which stiffens the signs as well as increasing their legibility.

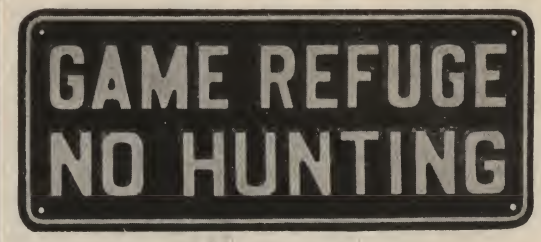
Several of the various styles of "LITHO" signs are made with different inscriptions. The various inscriptions are shown below the illustrations. When ordering, be sure to state the style number and inscription.

If the sign you desire is not listed, write us as we are constantly making additions to our list. Remember our slogan, "IF IT IS A STOCK SIGN, WE HAVE IT."



Style 506, 14"x9¼"
Embossed white letters, blue ground.

Section 24 of chapter 61 of the Illinois Revised Statutes expressly makes it unlawful to hunt on lands where notices are posted in conspicuous places forbidding trespassing.



Style 534 16"x6½". No 24 gauge iron—extra heavy. Embossed white letters, black ground

Style 505 20"x7"
Embossed white letters, red ground.

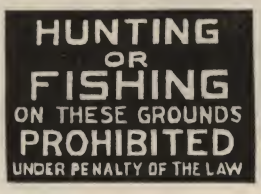
Due to the strong personal message to employees, these signs exert a strong influence against carelessness.

Style 553 12"x8"
Embossed white letters, blue ground.

Style 516 14"x10"
8" white letters, red ground.

For glass EXIT signs, see page fifty-nine, style 105.

Style 536 - 14"x4"
Embossed white letters, red ground



Style 512 14"x10"
White letters, blue ground.

Section 24 of chapter 61 of the Illinois Revised Statutes expressly makes it unlawful to hunt on lands where notice are posted in conspicuous places.

Other states have similar laws but even if your state does not, the psychological effect of these signs will usually obtain the desired result.

Style 511 - 20"x7"
White letters, red ground

Style 539 14"x8"
Embossed white letters, red ground

Fortunes would be saved if fire buckets and extinguishers were not tampered with or misused by thoughtless persons. These warning signs may save you many dollars if posted in the proper places.

Style 510 - 14"x10"

The word "DANGER' is embossed white letters on red panel. The balance of the inscriptions are blue letters on white panel. The background is blue.

Danger, Look Out For Cars
Danger, Gasoline
Danger, No Smoking, Matches Or Open Lights
Danger, No Trespassing
Danger, Keep Off
Danger, No Admittance
Danger, Hands Off
Danger, Go Slow

Style 515 20"x14"
White letters, blue ground

Style 514 - 19½"x7"
White letters, red ground

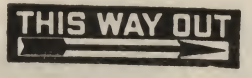
SEE PRICE LIST ON PAGE FORTY-THREE

"LITHO" SIGNS—Continued.

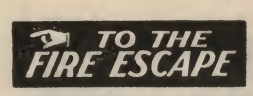
Style 548 10"x7"
6" Embossed red letters
Will comply with most state and city ordinances.
See page fifty-six, style 105 for glass EXIT signs.

Style 547, 19"x5", No. 36 gauge iron
4" Embossed white letters, red ground, with index pointing to the left or right.

Style 549 20"x7"
6" Embossed red letters on white ground.
Will comply with most state and city ordinances.
See page fifty-six, style 106 for glass FIRE ESCAPE signs.



Style 507 14"x4"
Embossed white letters, blue ground.
State which direction arrow is to point, to the right or left.



Style 508 14"x4"
Embossed white letters, red ground
State which direction index is to point, to right or left.

Style 546, FIRE ESCAPE,
Without index, 19"x7', No. 36 gauge iron, 6 in. white letters, red ground.

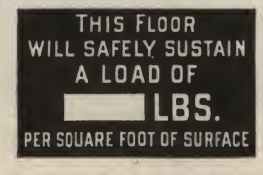
Style 509 14"x4"
Embossed white letters, red ground

How many lives would have been saved: how many accidents would have been evaded; how many losses would have been avoided, if warnings had been posted in conspicuous places.

Style 538 14"x6¼"
Embossed white letters, red ground.

Style 513 14"x10"
Colors, blue and white
Notice, These Doors Must Be Kept Closed
Notice, Private Grounds Keep Off
Notice, Positively No Smoking Allowed on These Premises
Notice, No Loafing Allowed
Notice, Please Do Not Ask Permission to Go Through this Plant
Notice, No Admittance Without Pass From Office

Style 517 14"x4"
White letters, blue ground

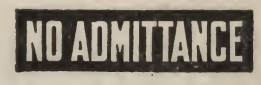


Style 519 7½"x5"
Weight stenciled on 75c each extra
White letters, blue ground

Style 528 20"x14"
White letters, blue ground

Style 520 9½"x5"
Embossed white letters, blue ground

Style 540 14"x6½"
Embossed white letters, red ground.

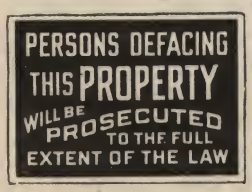


Style 503, 14"x4"
Embossed white letters, blue ground

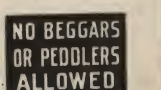
NO ADMITTANCE
EXCEPT ON BUSNESS
NO ADMITTANCE
APPLY AT OFFICE

Style 521 28"x10"
KEEP OFF
White letters, blue ground

Style 518 10"x2¾"
Colors, blue and white



Style 543 10"x7"
Colors, blue and white



Style 525
5½"x4"
Embossed white letters, blue ground

Style 522
4¼x?

Style 526
3½x2
OUT

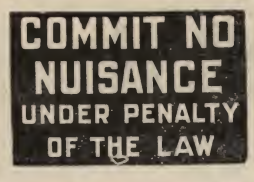
Style 527
4"x3"

Style 504 14"x6"
Embossed white letters, blue ground

SEE PRICE LIST ON PAGE FORTY-THREE

"LITHO" SIGNS—Continued.

Style 537 10"x7"
White letters, blue ground

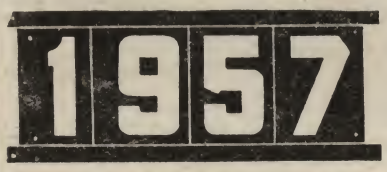


Style 544 10"x7"
White letters, blue ground

Style 523, 10x7
Embossed white letters blue ground.

Style 524 10"x7"
White letters, blue ground

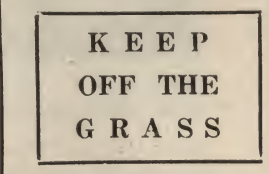
Style 533 12½"x9"
Embossed green letters, white ground. No. 24 gauge iron, extra heavy.



Style 530 4"x2¼"
Embossed white figures, blue ground

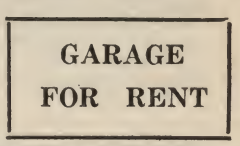
These plates may be attached separately or may be inserted in the holder bars, style No. 530A, as illustrated. The bars will not be included unless ordered.

Style 535 14"x7"
Embossed white letters, black ground. No. 24 gauge iron, extra heavy
See page thirty-two, style 1050, for "NO PARKING" signs on standards.



Style 532 12"x3½"
White letters, black ground

Style 531 10½x3¾
White letters, black ground



Style 554 9¾"x6½"
Green Ground, White Letters

For Sale
Please Keep Off The Grass
Store For Rent
Room & Board
Automobile For Sale Bargain
Furniture For Sale
House For Rent
Furnished Rooms For Rent
For Rent
Garage For Rent
Furnished Apartment For Rent
Apartment For Rent

SEE PRICE ON PAGE FORTY-THREE

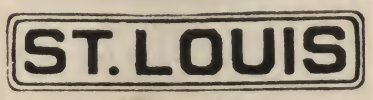
"LITHO" BOOSTER PLATES

Style 552 12"x2¼"

"A peach of a city."
The colors match ILLINOS license plates.

Embossed letters and border.

Each	Dozen	Hundred
$0.25	$2.50	$18.00



Style 550 12"x2¼"
Short names 10"x2¼"
City name only

Booster plates are made to match colors used on state license plates.
Embossed letters and border.
Minimum quantity, 100 plates alike, complete with clips and screws for attaching to license plates $15.75.

TWO LINE BOOSTER PLATES

Style 551 12"x3½"

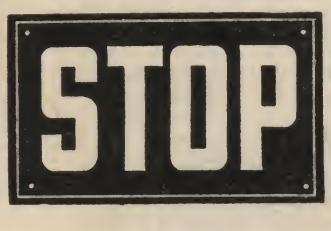
City name and slogan, embossed letters and border in colors to match state license plates.

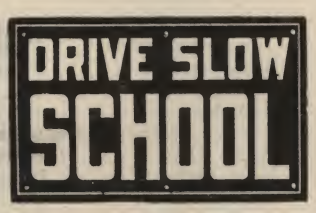
Minimum quantity, 100 plates alike, complete with clips for attaching to license plate ----------$18.00

"LITHO" SIGNS—Continued.

The traffic congestion of cities is becoming a serious condition and only by the judicious use of signs can the traffic be handled expeditiously.

The larger cities have proven the worth of traffic signs, but the usual electrically operated signs are too expensive and costly for small municipalities. The following traffic signs are designed to meet the necessity of inexpensive indicators and warnings for the prevention of accidents and traffic jams.





Style 529 White letters on red ground.

Double face signs (signs reading from both sides) can be made by attaching two single face signs back to back and suspending them from a bracket. Page 59 for brackets and hanging equipment.

†NO PARKING

*1 HOUR PARKING

†BOULEVARD STOP

†STOP

†SLOW

*TOURIST CAMP

*30 MINUTE PARKING

*45 MINUTE PARKING

*10 MINUTE PARKING

†THRU STREET STOP

*CAR STOP

*DANGER CURVE
(Right or Left)

*HOSPITAL ZONE
OF QUIET

*THIS STREET CLOSED

*DETOUR
(Right or left)

†NO DUMPING

*NO PARKING
IN THIS BLOCK

*PARKING SPACE

*POST NO BILLS

*NO TRESPASSING

*NO LEFT TURN

*SAFETY ZONE

*DANGER

*ONE WAY STREET

*NO THOROFARE

*BUS STOP

*NO PARKING
ON THIS SIDE

†NO PARKING
TO CORNER

*LOOK OUT FOR CARS

†KEEP TO RIGHT

*SPEED LIMIT
10 MI. HOUR

*SPEED LIMIT
15 MI. HOUR

*SPEED LIMIT
25 MI. HOUR

*HEAVY TRUCKS
PROHIBITED

*Size 10x16, No. 30 gauge iron, mounted on cypress boards.
†Size 12″x18″. Made of No. 24 gauge iron and do not require wood backs.

SEE PRICE LIST ON PAGE FORTY-THREE

"LITHO" SIGNS—Continued.

"IDEAL" STOCK PLATES

Accessories
Advertising
Agent
Apartment
Apply At Office
Assembly Room
Assessor
Auditor
Automobile
Baggage Room
Bakery
Balcony
Bank Closed
Bank Open
Barber
Barber Shop
Bathroom
Beauty Shop
Billiards
Bookkeeper
Boy Wanted
Battery Service
Bricklaying
Brokers
Buffet
Butcher
Buyer
Cafe
Candies
Cashier
Carpenter
Check Room
Chief of Police
Chiropractor
City Clerk
Claim Dep't
Class Room
Cleaners
Closed
Coal & Ice
Coal & Wood
Collections
Constable
Consultation
Contractor
Cook Wanted
County Clerk
Court Room
Creamery
Credit Dep't
Danger (red)

WALK IN

Style 12"x2¼"
One line stock plates, Embossed letters on white ground.

Delivery
Dentist
Dept. Sheriff
Dining Room
Doctor
Don't Handle
Drafts
Dressmaking
Druggist
Drugs
Elevator
Employees Only
Entrance
Estimates Given
Exit (red)
Express
Fine Tailoring
Fire Escape
Florist
For Hire
For Rent
For Sale
Fresh Fish
Fresh Oysters
Funeral
Furniture
Garage
Gasoline
Gas Stoves
Groceries
Gymnasium
Hair Bobbing
Hands Off
Hardware
Hats Cleaned
Hauling
Heating
Help Wanted
Highway Dep't.
Hotel
Ice Cream

Information
Insurance
Janitor
Jeweler
Justice of the Peace
Keep Off
Keep Out
Laboratory
Ladies
Laundry
Laundry Office
Lavatory
Lawyer
Legal Holiday
Library
Lumber
Mail
Mail Order Dept.
Manager
Manicuring
Members Only
Men
Midwife
Millinery
Money Loaned
Money Orders
Moving
New Sauerkraut
No Checks Cashed
No Gambling
No Loafing
No Peddlers
No Spitting
No Vulgarity
Office
Open
Open Nights
Optician
Painter
Paper Hanger
Parcels Checked

Parcel Room
Patrol Officer
Pharmacy
Physician
Pianos Tuned
Plain Sewing
Plasterer
Player Pianos
Plumber
Police
Police Dep't
Pool Room
Post No Bills
Post Office
Prescriptions
Printing
Private
Pull (For small door)
Pull (vertical)
Push (For small Door)
Push (Vertical)
Radio Dep't.
Reading Glasses
Reading Room
Real Estate
Reception Room
Receiving
Receiving Teller
Repairing
Retaurant
Rest Room
Rooms
Rooms & Board
Rooms For Rent
Sales Manager
Sample Room
Sandwiches
School
Seamstress

Secretary
Service
Sheet Music
Sheriff
Shipping Clerk
Shoes Shined
Show Room
Signs
Sign Painter
Silence
Smoking Room
Special Bargains
Spectacles
Spring Styles
Stenographer
Stock Room
Storage
Strictly Cash
Strictly Fresh
Studio
Superintendent
Tables For Ladies
Tailors
Take One
Taxicab
Telephone
Teller
Tenor Banjos
Terms Cash
Ticket Office
This Way Out
Timekeeper
Tinner
Toilet
Treasurer
Undertaker
Upholsterer
Upstairs
Used Cars
Use Other Door
Visitors Invited
Waiting Room
Waitress Wanted
Walk In
Wash Room
Welcome
Whitener
Wholesale Only
Window Cleaner
Window Shades
Women

SEE PRICE LIST ON PAGE FORTY-THREE

"IDEAL" STOCK PLATES

Prescriptions
Ap't. for Rent See Janitor
Accounts Paid Here
Baseball Supplies
Building Contractor
Deliver All Goods in Rear
Dyeing & Cleaning
Diamonds & Jewelry
Eyes Examined Free
Electrical Engineer
Fruits & Vegetables
Fine Stationery
Feathers Cleaned
Garage for Rent
Housekeeping Rooms
Keep Off the Grass
Moving & Storage

OFFICE UP STAIRS

Style 541 12"x3½"
TWO LINE PLATES—Embossed Letters on white ground

Mail Order Dept.
No Admittance Apply at Office
No Minors Allowed
Office Upstairs

Prices on page Forty-three

Please Close Door
Prescription Dept.
Piano Lessons Given
Parcels Checked
Rooms for Rent
Ring and Walk In
Space for Rent
Store for Rent
Suits Cleaned & Altered
Scissors Sharpened
Tables for Ladies
Umbrellas Recovered
Visitors Invited
Violins & Guitars
Watch Repairing
Waitress Wanted
Wholesale & Retail

SEE PAGE TWENTY-ONE FOR PORCELAIN ENAMELED STOCK PLATES

PRICE LIST OF "LITHO" SIGNS

Style Number	Each	Dozen Assorted	Fifty Assorted	One Hundred Assorted	Shipping Weight
501	$ .35	$ 2.60	$10.00	$18.00	1 to 4 signs, 2 lbs.
503	.50	5.40	22.00	42.65	1 to 6 signs, 2 lbs.
504	.60	6.75	26.50	50.00	1 to 3 signs, 2 lbs.
505	.85	8.00	33.50	56.25	1 to 4 signs, 3 lbs.
506	.85	8.00	32.00	56.25	1 to 5 signs, 3 lbs.
507	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
508	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
509	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
510	.60	6.00	23.00	43.60	1 to 4 signs, 3 lbs.
511	.85	8.00	32.00	56.25	1 to 4 signs, 3 lbs.
512	.85	8.00	32.00	56.25	1 to 4 signs, 3 lbs.
513	1.00	10.80	43.25	82.30	1 to 4 signs, 3 lbs.
514	.60	6.50	25.00	45.00	1 to 4 signs, 3 lbs.
515	1.35	13.15	45.00	87.75	1 to 4 signs, 8 lbs.
516	.85	8.00	32.00	56.25	1 to 4 signs, 3 lbs.
517	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
518	.40	4.35	16.75	30.50	1 to 8 signs, 2 lbs.
519	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
520	.45	4.85	19.50	36.55	1 to 6 signs, 3 lbs.
521	1.35	13.15	45.00	87.75	1 to 4 signs, 8 lbs.
522	.15	1.60	6.50	12.20	1 to 4 signs, 1 lb.
523	.45	4.70	20.00	36.00	1 to 6 signs, 2 lbs.
524	.50	5.40	22.00	42.60	1 to 6 signs, 2 lbs.
525	.40	4.35	16.75	30.50	1 to 3 signs, 1 lb.
526	.15	1.60	6.50	12.20	1 to 6 signs, 1 lb.
527	.25	2.50	9.55	18.20	1 to 4 signs, 1 lb.
528	1.35	13.15	45.00	87.75	1 to 4 signs, 6 bs.
529	1.85	21.00	80.00	150.00	1 sign, 3 lbs.
530	.10	1.10	4.25	8.45	1 to 6 signs, 1 lb.
531	.30	3.15	10.50	19.00	1 to 4 signs, 2 lbs.
532	.30	3.15	10.50	19.00	1 to 4 signs, 2 lbs.
533	1.25	13.80	50.00	98.00	1 to 3 signs, 4 lbs.
534	.85	8.75	35.00	64.80	1 to 3 signs, 5 lbs.
535	.85	8.75	35.00	64.80	1 to 3 signs, 5 lbs.
536	.40	3.60	12.50	22.50	1 to 5 signs, 2 lbs.
537	.50	5.40	22.00	42.60	1 to 3 signs, 2 lbs.
538	.35	2.60	10.00	18.00	1 to 4 signs, 3 lbs.
539	.50	5.25	19.80	36.00	1 to 3 signs, 3 lbs.
540	.35	2.60	10.00	18.00	1 to 4 signs, 3 lbs.
541	.60	6.50	25.00	45.00	1 to 3 signs, 2 lbs.
542	.40	4.35	16.75	31.85	1 to 3 signs, 1 lb.
543	.50	5.40	22.00	42.60	1 to 3 signs, 2 lbs.
544	.50	5.40	22.00	42.60	1 to 3 signs, 2 lbs.
547	.45	4.00	14.00	25.00	1 to 3 signs, 3 lbs.
548	.45	4.50	12.50	22.50	1 to 5 signs, 3 lbs.
549	.60	6.00	17.35	31.50	1 to 5 signs, 3 lbs.
553	.60	6.00	20.30	35.80	1 to 5 signs, 3 lbs.
554	.35	2.60	10.00	18.00	1 to 5 signs, 2 lbs.

It is not necessary to order twelve, fifty or one hundred signs alike to obtain the quantity price. The quantity may be assorted in as many different styles as desired except in the case of special Booster plates which are made to order.

CHECK THE ENTIRE LIST of stock inscriptions on pages thirty-eight to forty-two inclusive—You may have overlooked one or more necessary items.

If you desire to have your order shipped by parcel post, include a sufficient amount in your remittance to cover the postage charges. If you remit too much, the balance will be refunded immediately after your order is shipped.

PLATE GLASS HOUSE NUMBERS

Chipped edges, brass backed

The edges of the plate glass are chipped and finished in silver. The glass is set in a brass back which serves the double purpose of strengthening the plate and affording a means of attaching it with out the necessity of drilling holes in the glass.

2½ or three inch plain silver or embossed silver figures on black ground.

Size	Number of figures	Size of figures	Plain silver	Embossed silver
3x 8 inches	4 or less	2½"	$1.20	$1.40
3x12 inches	5 or 6	2½"	1.80	2.20
4x 8 inches	3	3 "	1.60	1.90
4x10 inches	4	3 "	2.00	2.40
4x12 inches	5	3 "	2.25	2.80

Shipping weight, three pounds

Style 200

PLATE GLASS HOUSE NUMBERS

Chipped Edge, Brass Backed

Style 201

This style is only made with 2½ inch figures.

This style is made the same as style 200 except words "Delivered in Rear" or the owner's name included.

Size	Plain Silver	Embossed Silver
4x 8 inches, 4 figures	$1.70	$1.95
4x12 inches, 5 or 6 figures	2.40	2.80

State "DELIVER IN REAR" or owner' name when ordering.

Shipping weight, three pounds

GLASS NUMBER PLATES

Vitrolite Glass-Convex Gold Glass Figures

The cut below illustrates the white or black vitrolite plate glass to which three inch convex gold glass figures, style 43, described on page six are attached. The brilliant gold figures offer a pleasing contrast against the white or black glass. These plates will never tranish or change color. They require no polishing and will not deface the finest wood work.

Style 53

		White Plate	Black Plate
4"x7"	2 figures	$2.00	$2.25
4x"9"	3 figures	2.25	2.50
4"x12"	4 figures	2.50	2.75

Complete with brass screws.

See Pages Two, Four, Six, Seven, Twelve, Twenty-three, Thirty-five, Thirty-six and Thirty-seven for Enamel, Glass, Foil and Metal House Numbers.

These plates are made of plate glass with brass backs fitted into the chipped edges. The letters are either gold or embossed silver.

Style 203, Size 3x8 inches

Silver letters each $1.25
Gold letters, each 1.50
Shipping weight, one plate, three pounds.

This style is also made with gold or silver letters reading:

BEGGARS, PEDDLERS
& CANVASSERS
NOT ALLOWED

INTERLOCKING NUMBER PLATES

Chipped Edge, Brass Backed

Because of the interlocking device, this style of number plate is very popular. Any house number can be rapidly assembled and attached with only two screws.

The gold figures on black ground are very legible.

Style 210

Size 2"x2¾" ..... Each $0.30

½"x4" Round head brass screws for attaching 7c dozen, 75c gross.

Put up in dealer display boxes of 100 figures and dashes, per hundred $22.50

Standard assortment contains: ten each, figures, 1, 2, 3, 4, 5, 7, 8, 0; nine each, 6, 9, and two —. The dashes are used to form double street numbers, viz, 2649-50.

See Pages Twenty-three, Twenty-nine and Fifty-six for Enamel, Brass and Transfer "Deliver Goods in Rear" Plates.

FRAMED GLASS SIGNS

Double strength glass mounted in metal covered frames.

By the use of a mechanical process, we are able to supply glass signs at a very low cost. These signs are lettered in silver or gold with the use of standard pattern letters, either Roman or Gothic styles.

Framed glass signs can be made with any inscription in either gold or silver letters and black background.

To obtain the cost of this style of signs, it is necessary to compute the cost of the frame as stated on page twenty-three.

To the price of the frame, are added the cost of the glass and letters.

Glass, **$1.00** per square foot.

Letters, **10c** per upright inch., i.e., two inch letters cost 20c each; three inch, 30c each.

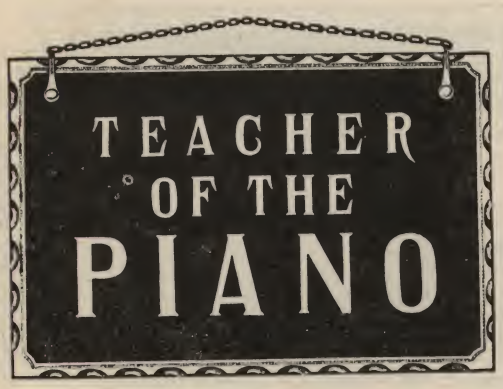
Letters, one inch and smaller, cost 10c each.
Minimum charge, one sign, **$6.00**

When ordering state the approximate sizes of letters desired and the kind of moulding.

Style 205

WINDOW SIGNS

Chipped edge plate glass



Style 204

Chipped edge plate glass window signs can be made with any inscription in either gold or silver letters and borders and black background.

Complete with chain ready to hang.

One, two or three lines of letters.

	Silver Letters	Gold Letters
16x 8 in. or smaller	$8.00	$ 9.50
10x14 to 10x16 inches	9.00	10.50
12x20 to 12x24 inches	12.00	14.50

The above prices are for standard pattern letters, either Roman or Gothic. Prices on signs with special styles of letters quoted on application.

CHIPPED EDGE

Plate Glass, Brass Backed

Style 206

Size	Silver Letters Each	Gold Letters Each
2x3 inches	$0.80	$0.95

Shipping weight: one pound

CHIPPED EDGE

Plate Glass, Brass Backed

Style 207

	Silver Letters Each	Gold Letters Each
2x3 inches	$0.80	$0.95
2x5 inches	1.00	1.20

Shipping weight: one pound

See pages twenty-one, twenty-two and twenty-nine for enamel and brass PUSH and PULL plates.

GLASS NAME PLATES

Chipped Edge—Brass Backed

By the use of a mechanical process, we are able to supply glass name plates with gold or silver letters at a very low cost.

As these plates are not lettered by hand, only Gothic and Roman styles of letters are used.

Style 202

Size	Number of letters per line	Silver Letters	Gold Letters	Shipping Weight
3x 8 inches	11	$1.50	$2.30	3 pounds
3x12 inches	16	2.30	3.40	4 pounds
4x 8 inches	11	1.90	2.60	4 pounds
4x10 inches	14	3.00	3.50	5 pounds
4x12 inches	16	3.50	3.90	5 pounds
4x16 inches	18	4.75	5.75	6 pounds
4x18 inches	22	5.00	6.00	8 pounds

The above prices are for plates with one or two lines of lettering. Add 50% for three lines, i. e., a plate, size 4x10 inches, with three lines of gold letters, will cost $5.25.

STOCK PLATES

Chipped Edge, Plate Glass, Brass Backed

Style 208 Size 3x8 inches

Silver letters and border, black ground, each $1.40

Baggage	Furnished Rooms	No Smoking
Bath	Gents Toilet	Notary Public
Bath Room	Girls	Office
Billiards	Information	Private
Boys	Janitor	Reception Room
Cashier	Keep Out	Rest Room
Check Room	Ladies	Rooms
Class Room	Ladies Only	Shower Bath
Dentist	Ladies Toilet	Silence
Deposit Required	Lavatory	Smoking Room
Doctors Office	Men	Toilet
Elevator	Men Only	Use Other Door
Entrance	No Admittance	Walk In
Exit	No Checks Cashed	Wash Room
	No Credit	X-Ray Dept.

☛ Any of the above plates may be equipped with brass end lugs for attaching to doors or with chain for changing. State preference when ordering.

Shipping weight, three pounds.

See pages twenty-one and twenty-nine for Enamel and Brass Stock plates.

STOCK PLATES

Chipped Edge, Plate Glass, Brass Backed

Style 209 Size 3x12 inches

Silver letters and border, black ground, each $2.20

Assembly Room	Laboratory
Barber Shop	Manicuring
Beauty Parlor	Music Teacher
Chiropractor	Notary Public
Dining Room	Operating Room
Dressmaking	Parcel Room
Elevator Not Running	Piano Lessons
Employees Only	Stenographer
Furnished Rooms	Telephone
Housekeeping Rooms	Violin Teacher
Information	Waiting Room

☛ Any of the above plates may be equipped with brass end lugs for attaching to doors or with chain for hanging. State preference when ordering.

Shipping weight, four pounds

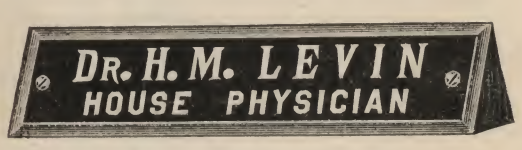
See pages twenty-one and twenty-nine for Enamel and Brass Stock plates.

BEVELED EDGE GLASS NAME PLATES

Gold letters and border — black ground

By the use of a special process, we are able to supply glass name plates at a cost far less than was necessary for hand lettered plates, without sacrificing any of the durability or attractiveness.

Size		Each
Size 10″x2½″	one or two lines of letters without wood block	$2.75
10″x2½″	one or two lines of letters with desk block, finished in oak or mahogany	3.75



Style 102

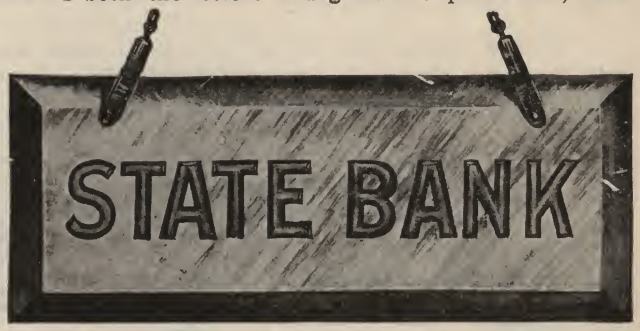
GLASS SIGNS

With Brass Clips and Chain, Ready to hang

Very attractive and legible signs can be made by cementing any of the styles of enamel or glass letters listed on pages two, four, six and nine to plate glass, either beveled or plain or to double strength glass. These signs are furnished complete with hangers, chain, hooks and screw eyes ready to hang.

Very novel signs can be made by cementing any of the various styles of glass letters to black, white, Jade or ivory vitrolite glass. As the colors of both the letters and glass are permanent, these signs cannot wear out, never require polishing and are easily cleaned.

The illustration is a photograph of a 24″x6″ beveled edge plate glass sign lettered with three inch plain, convex glass letters, style 42 listed on page six. The cost of the complete sign is only $8.85. The cost of other styles and sizes in proportion. State the size of either the sign or the window in which it is to be hung, the inscription, the style and size of letters and the kind of glass.



Style 103

CHIPPED GLASS SIGNS

Chipped glass signs are the most attractive signs that can be made. Either the letters or background can be chipped and finished in gold or silver. The plate glass can be supplied either beveled or not beveled, and drilled for hanging or framed for attaching to the fronts of buildings.

Style 104

CHIPPED GLASS SIGNS mounted in metal cover moulding frames make beautiful and durable signs.

The silver and gold chipping reflects light at all angles.

Prices quoted on application: State size, colors, inscription and whether the signs are to be framed or equipped with hangers and chain for hanging in windows.

GLASS NAME PLATES

Convex Glass

The frame of this style is made of heavy moulded glass, mirrored on the edges in gold. The letters are black on white vitrolite glass.

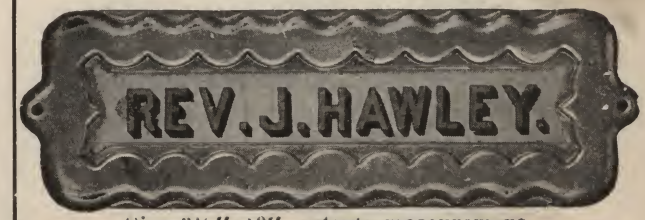
Style 109 Size 2½x8½ inches

With screws and washers, each----------$1.75

See pages twenty-one and thirty for enamel and brass name plates.

STAMPED ALUMINUM FRAMES

Blank frames only, not lettered



Size 3½″x10″, outside measurement

Sign men can add materially to their income by keeping a stock of these frames on hand and inserting lettered glass plates as required. The glass plates are cemented in the frames with the same cement that is used to attach enamel and glass letters. Cement is listed on page eleven.

	Each	Dozen
FRAMES ONLY—NO GLASS	$0.75	$5.00

Shipping weight, one to five plates, one pound

Brass screws for attaching, 7c dozen, 75c gross.

STEEL STENCILS

For many years, there has been a demand for stencils that were stronger than those made of brass. By the use of a new process we are now able to supply stencils made of steel. They are much more durable and cost no more than brass. In many instances, such as trade marks, special designs, signatures, etc., the first cost of steel stencils is less than brass. In all cases, the final cost of steel stencils is less than brass because they wear longer.

Styles 101A to 101H illustrate a few of the many styles of STEEL STENCILS that can be supplied at the following prices.

When ordering, state either the size or space available or the overall size of the stencil. Also state the approximate sizes or importance of the various lines. It will help us to fill your order exactly as required if you will send a rough sketch.

Style 101A

101B

Style 101E

Style 101G

Style 101H

Style 101F

Style 101D

SEE PRICE LIST ON PAGE FORTY-NINE

STEEL STENCILS—Continued from page forty-eight

PRICE PER LETTER OR FIGURE

Styles 101A to 101H

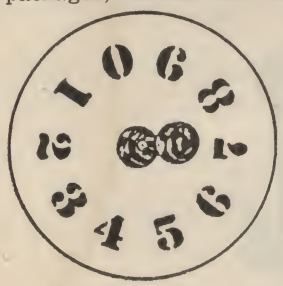
Height	Each	Height	Each	Height	Each	Height	Each	Height	Each	Height	Each
¼ inch	7½c	¾ inch	7½c	1¾ inch	17c	3½ inch	42c	5½ inch	66c	9 inch	$1.08
⅜ inch	7½c	1 inch	9½c	2 inch	20c	4 inch	48c	6 inch	72c	10 inch	1.20
½ inch	7½c	1¼ inch	12 c	2½ inch	30c	4½ inch	54c	7 inch	84c	11 inch	1.32
⅝ inch	7½c	1½ inch	14½c	3 inch	36c	5 inch	60c	8 inch	96c	12 inch	1.44

Borders on steel stencils will be charged for at the rate of 2½c per lineal inch.
Minimum charge $1.00 for one stencil.

Any stencil may be duplicated in steel. Send an impression of the old one no matter how badly broken it may be.

STEEL STENCIL FIGURE WHEELS

Steel stencil figure wheels are used for marking the serial numbers, weights, sizes, etc., on packages, barrels and boxes.



Style 98A

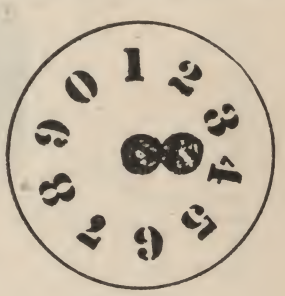
Size of figures	Each Wheel
½ inch	$1.50
¾ inch	1.50
1 inch	1.50
1¼ inch	1.80
1½ inch	2.10
1¾ inch	2.40
2 inch	2.70

Shipping weight, three pounds.

Style 98A is used for numbering barrels, etc., at the bottom and style 98B for the top.

See page fifty, style 100, for adjustable stencil letters and figures.

Stencil ink and brushes are listed on page fifty-one.



Style 98B

DESIGNS AND TRADE MARKS

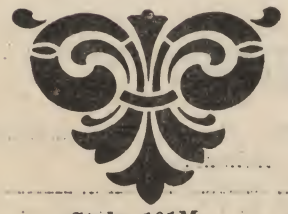
Steel Stencils

Designs, fresco stencils, trade marks, signatures, etc., can be accurately reproduced in steel stencils. Styles 101K to 101R illustrate the latitude that can be had in this work. We can make the original drawings or can enlarge any copy or sketch.

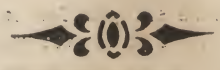
Style 101K

Style 101L

Style 101N



Style 101M



Style 101R

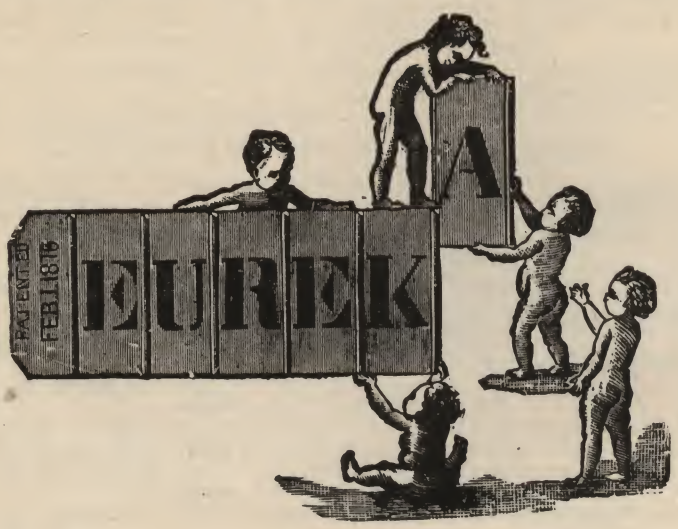
Style 101P

Any stencil may be duplicated in steel. Send an impression of the old one no matter how badly broken it may be.

ADJUSTABLE STENCIL LETTERS & FIGURES

These stencils are made with locks on the edges. They can be quickly and easily joined together to stencil any word or name and may be taken apart and rejoined together to spell any other word. Adjustable stencils can be used continually for many years.

The ½ inch to 2½ inch are made of brass in the Roman style only. The three inch to eight inch sizes are made of steel in either Roman or Gothic styles.



Style 100

LETTERS

Complete sets contain, one of each letter, "A" to "&", period and comma and two end pieces.

Size	Roman Set	*Roman Each
½ inch	$0.85	$0.04
¾ inch	.90	.04
1 inch	1.05	.05
1¼ inch	1.15	.06
1½ inch	1.30	.07
1¾ inch	1.55	.08
2 inch	1.80	.10
2½ inch	2.60	.12

	ROMAN		GOTHIC	
	Set	Each	Set	Each
3 inch	$7.80	$0.32	$6.00	$0.24
3½ inch	9.30	.38	7.50	.30
4 inch	10.80	.44	9.00	.36
5 inch	12.20	.48	10.80	.44
6 inch	16.80	.55	12.20	.48
7 inch	21.60	.87	16.80	.55
8 inch	27.60	1.10	21.60	.87

Shipping weight— ½ inch to 2½ inch, three pounds; three to eight inch, five pounds.

FIGURES

Complete sets of figures contain one stencil each, "0" to "9", $, ¢, decimal point and two end pieces.

Size	Set	*Each
½ inch	$0.35	$0.04
¾ inch	.40	.04
1 inch	.45	.05
1¼ inch	.50	.06
1½ inch	.60	.07
1¾ inch	.70	.08
2 inch	.85	.10
2½ inch	1.25	.12

	ROMAN		GOTHIC	
	Set	Each	Set	Each
3 inch	$3.00	$0.32	$2.10	$0.24
3½ inch	3.60	.38	2.55	.30
4 inch	4.20	.44	3.00	.36
5 inch	5.40	.55	4.20	.44
6 inch	6.60	.70	5.40	.55
7 inch	8.10	.85	6.60	.70
8 inch	9.00	.95	7.80	.80

Shipping weight—½ inch to 2½ inch, 2 pounds; three to five inch, three pounds; six to eight inch, four pounds.

*Due to cost of handling, no order can be shipped for less than 25c. To offset this minimum charge, combine orders for odd stencil letters and figures with other merchandise.

See pages forty-eight, forty-nine and fifty-one for steel stencils, stencil brushes and stencil ink.

Kindly include a sufficient amount in your remittance to cover parcel post charges. If any balance remains after shipping, it will be refunded with our invoice.

DRY STENCIL INK

Dry stencil ink is very convenient as it cannot spill or become "muddy" and is always ready to use.

Style 97

With the use of dry stencil ink and the adjustable stencils listed on page fifty, announcements, signs and show cards can be easily and quickly made.

For economy we have listed the cakes of ink and containers separately. The containers can be refilled with a cake of dry stencil ink. Further economy can be had by ordering a dozen cakes of ink with one container. Each container is complete with sponge with the exception of size number 97C. This size is sold only with can and without sponge.

Colors—Blue, white, red, brown, green, yellow, orange, and black.

No.	Diameter	Height	Black Each	Black Doz.	Colors Each	Colors Doz.	Container & sponge
97A	5½″	1½″	$.50	$5.00	$.90	$8.00	$.40 each
97B	3 ″	1 ″	.25	2.00	.40	3.80	.30 each
97C	1¾″	1 ″	.25	2.00	.30	2.40	

STENCIL BRUSHES

To do clean cut stenciling, the bristles of stencil brushes should be of proper stiffness and of the correct proportionate length for the diameter of the brush.

Our stencil brushes are made in two grades: Extra Quality Black, China Bristles Vulcanized in Rubber and Standard Quality Grey Bristles set in Cement.

Vulcanized in Rubber
Extra Quality Black, China Bristles
A Real Brush for Hard Work

	Diameter	Each
3020A	½ inch	$0.30
3020B	¾ inch	.40
3020C	⅞ inch	.45
3020D	1⅛ inch	.50
3020E	1½ inch	.85
3020F	1¾ inch	1.15

GREY BRISTLE—CEMENT SET
A medium stencil brush for rough work.

3021A	⅝ inch	$0.25
3021B	¾ inch	.33
3021C	1 inch	.38
3021D	1⅛ inch	.40

LINEN MARKING STENCILS

Linen Marking Stencils are used for the rapid marking of towels, bedding, uniforms, linen, etc., in schools, hotels, public buildings and institutions.

The stencils are fitted over metal frames which prevent the brush from soiling the articles while marking.

The outfit consists of one stencil as illustrated, a supply of indelible ink and a brush. Additional ink and brushes may be purchased at any time without stencils.

Thousands of impressions can be made with one stencil.

Made in the Following Styles of Lettering, Illustrations are full size.

Jennie B. Horton
Style 112A

Maud L. Lambert
Style 112C

Wm. McKinley
Style 112E

J. B. HORTON
Style 112B

A. B. DRAKE
Style 112D

C. H. HANSON.
Style 112F

BLACKSTONE
Style 112G

Hotel Sherman
Style 112H

Complete with ink and brush.	Per Set
Styles 112A to 112F	$1.25
Styles 112G & 112H	2.20

HAVE YOU READ THE MESSAGE ON PAGE ONE??

CHANGEABLE BULLETINS WITHOUT GLASS

For use with Celluloid Letters

THE CELLULOID LETTERS are easily inserted in the felt covered grooves without disarranging any of the copy in which no changes are desired. As the letters have tabs at the top and bottom it is impossible to insert them in the wrong positions or out of line.

Frames in Oak, Mahogany, or American Walnut Finish.

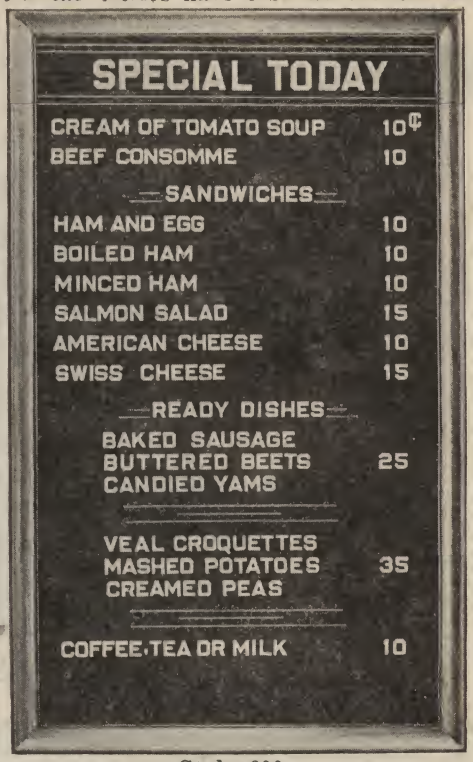
☞The following prices do not include easels or supports or letters.

Over All Size	Size of frame	Price
15″ wide x 5″ high	¾ inch	$ 3.95
12″ wide x 7″ high	¾ inch	4.00
25″ wide x 6″ high	¾ inch	5.00
15″ wide x 8″ high	¾ inch	4.50
15″ wide x 12″ high	¾ inch	5.00
12″ wide x 15″ high	¾ inch	5.00
15″ wide x 20″ high	1 inch	10.00
20″ wide x 15″ high	1 inch	10.00
15″ wide x 25″ high	1 inch	12.50
25″ wide x 15″ high	1 inch	12.50
21″ wide x 27″ high	1½ inch	18.50
27″ wide x 21″ high	1½ inch	18.50
22″ wide x 32″ high	1½ inch	25.00
32″ wide x 22″ high	1½ inch	25.00
21″ wide x 39″ high	1½ inch	26.00
39″ wide x 21″ high	1½ inch	26.00
25″ wide x 37″ high	1½ inch	27.50
37″ wide x 25″ high	1½ inch	27.50
28″ wide x 40″ high	1½ inch	35.00
40″ wide x 28″ high	1½ inch	35.00
33″ wide x 47″ high	1½ inch	50.00
47″ wide x 33″ high	1½ inch	50.00

The above signs are equipped with brass hangers on back for hanging flat against walls. If they are to set in show windows on floor or counters, it is necessary that they be equipped with the proper supports. ☞See EASELS and SUPPORTS listed on next page.

☞State letters and figures desired—see price list below.

A compartment box for letters included with every sign.



Style 600

BULLETINS WITH GLASS FRONTS AND REMOVABLE BACKS

Frames Finished in Oak, Mahogany or American Walnut. The following prices do not include letters or easels.

Style 601

Over All Size	Size of Frame	Price
15″ wide x 5″ high	¾ inch	$ 5.00
12″ wide x 7″ high	¾ inch	5.00
25″ wide x 6″ high	¾ inch	7.00
15″ wide x 8″ high	¾ inch	6.00
15″ wide x 12″ high	¾ inch	7.00
12″ wide x 15″ high	¾ inch	7.00
15″ wide x 20″ high	1 inch	14.50
20″ wide x 15″ high	1 inch	14.50
15″ wide x 25″ high	1 inch	18.50
25″ wide x 15″ high	1 inch	18.50
21″ wide x 27″ high	1½ inch	23.50
27″ wide x 21″ high	1½ inch	23.50
22″ wide x 32″ high	1½ inch	30.00
32″ wide x 22″ high	1½ inch	30.00
21″ wide x 39″ high	1½ inch	32.50
39″ wide x 21″ high	1½ inch	32.50
25″ wide x 37″ high	1½ inch	35.00
27″ wide x 25″ high	1½ inch	35.00

The above signs are equipped with brass hangers on back for hanging flat against walls. If they are to set in show windows on floor on counters, it is necessary that they be equipped with the proper supports. ☞See EASELS and SUPPORTS listed on next page.

CELLULOID LETTERS AND FIGURES

Style 605

The double wings on our celluloid letters and figures prevent curling and make it impossibe to insert them in the wrong position.

Size	Each	Size	Each
¼ inch, white or Red	3c	1 inch, White or Red	3c
⅜ inch, White or Red	3c	1½ inch, White or Red	5c
½ inch, White or Red	3c	2 inch, White or Red	7c
¾ inch, White or Red	3c		

$ and c marks, Commas and Periods same prices as letters.

The ¼ and ⅜ inch sizes are made with wings at the top only.

STRIPES, per foot	3c	INDEXES, White or Red, each	10c
PERCENT SIGNS, White or Red, each	9c	STARS, White or Red, each	7c
For Gold characters, add 2c each to above prices.		ARROWS, White or Red, each	10c

NO ORDER SHIPPED FOR LESS THAN 25c.

CHANGEABLE BULLETINS WITH HINGED GLASS DOORS & LOCKS

For Use With Celluloid Letters

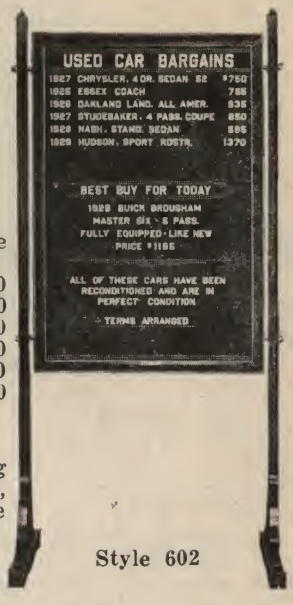
Frames in Oak, Mahogany, or American Walnut Finish.

The following prices do not include letters, easels or supports.

Over All Size	Size of Frame	Price	Over All Size	Size of Frame	Price
15″ wide x 20″ high	1 inch	$21.00	22″ wide x 32″ high	2 inch	$37.50
20″ wide x 15″ high	1 inch	21.00	32″ wide x 22″ high	2 inch	37.50
15″ wide x 25″ high	1 inch	26.25	21″ wide x 39″ high	2 inch	41.00
25″ wide x 15″ high	1 inch	26.25	25″ wide x 37″ high	2 inch	47.00
21″ wide x 27″ high	2 inch	30.00	28″ wide x 40″ high	2 inch	50.00
27″ wide x 21″ high	2 inch	30.00	33″ wide x 47″ inch	2 inch	72.50

Compartment box for letters included with every sign.

The above signs are equipped with brass hangers on back for hanging flat against walls. If they are to set in show windows on floor or counters, it is necessary that they be equipped with the proper supports. ☞See EASELS and SUPPORTS listed below.



Style 602

Bulletin Boards For Outdoor Use

Iron Overall Frame, Hinged Glass Door with Lock

The frames are made either plain or ornamental.

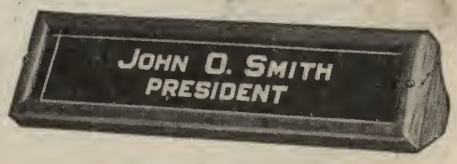
Style Number	Overall Width	Size Height	Ornamental Frame	Plain Frame
752	27½	39½	$66.00	$60.00
753	31½	43½	78.00	72.00
754	33½	47½	90.00	84.00

The above prices do not include letters—see preceeding page.

CHANGEABLE DESK PLATES

Especially useful on salesmen's desks, information booths, ticket windows, etc. The names and titles can be easily and rapidly changed.

Style No.			Each
760	9½″x2½″	Oak	$4.80
761	9½″x2½″	Mahogany	4.80
762	9½″x2½″	American Walnut	5.40
763	9½″x2½″	Cast Bronze	7.20
764	12½″x3½″	Oak	6.00
765	12½″x3½″	Mahogany	6.00
766	12½″x3½″	American Walnut	6.60



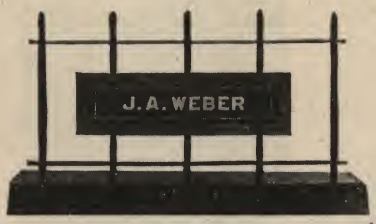
The above prices include the necessary letters for the original set up. Additional letters may be procured at any time in any quantity, see page fifty-two.

EASELS and FEET for BULLETINS, Styles 600, 601 and 602

606	WIRE EASEL Fits Bulletins up to 15″x12″	Each	$1.00
607	EASEL FEET for bulletins up to 32″x23″	Per Pair	2.50
608	ADJUSTABLE EASEL STICK for bulletins up to 39″x21″	Each	2.50
609	FOUR LEG EASEL STAND for bulletins up to 47″x33″		15.00
610	STANDARDS for bulletins, 21″x27″ and larger	Per Pair	18.50

CHANGEABLE TELLER PLATES

For use with celluloid letters



The celluloid letters are rapidly removed or inserted at will.

Style			
775	9½"x2½"	Oak	$4.80
776	9½"x2½"	Mahogany	4.80
777	9"½x2½"	American Walnut	5.40
778	6 "x1¾"	Cast Bronze	6.90
779	9½"x2½"	Cast Bronze	7.20
780	12½"x3½"	Oak	6.00
781	12½"x3½"	Mahogany	6.00
782	12½"x3½"	American Walnut	6.60

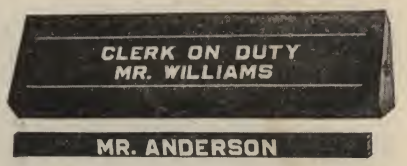
The above prices include the necessary letters for the original setup. Additional letters may be procured at any time in any quantity, see page fifty-two.

"RAPID CHANGE" DESK AND TELLER NAME PLATES

The celluloid letters are rapidly removed or inserted at will.

By the use of separate name strips, the names in these styles of CHANGEABLE DESK and TELLER PLATES can be changed in a few seconds.

Style		Each	Style		Each
786	Oak	$5.75	788	American Walnut	$6.30
787	Mahogany	5.75	789	Cast Bronze	8.00



State "Desk" or "Teller" style when ordering.

The above prices include the plate and one extra name strip set up with the original names.

Additional name strips can be purchased at any time—60c each.

The CELLULOID letters in the plates and strips can be changed at any time and additional letters purchased as required. See page fifty-two.

"OUT" CLOCKS

Shipping weight—3 pounds.

The "Clocks" are very convenient to indicate to visitors that the occupants of private offices are out and that they will return at a certain specified time. In great demand by doctors, dentists, lawyers, architects, etc.

Style 148
Size 5"x5 "

The clock face is printed in black on white paper which is mounted on heavy brown cardboard.

Each $0.25

Shipping weight, one to twelve "Clocks" one pound.

The dial is printed in gold on a black, heavy leatherette back. Will match the furnishings of any office.

Each $0.35

Shipping weight one to eight "Clocks" one pound.

Style 149 4¾"x4¾"

AUTO SIGN

AUTO SIGNS permit the owner to utilize the valuable advertising space on his automobile without defacing the body of his car.

AUTO SIGNS can be instantly attached or removed without marring the finish and without the use of tools.

Your local sign painter can letter Auto Signs with your trademark, slogan, etc.

Style 194 FRONT VIEW

We supply these signs without lettering or lettered with the glass or enamel letters shown on pages two and six or with gold leaf.

Style 194 REAR VIEW

AUTO SIGNS are made in two sizes, 10"x13", and 12"x15".

10"x13", not lettered	$6.00
12"x15", not lettered	5.00

Shipping weight, large size 6 lbs., small size, 5 lbs.

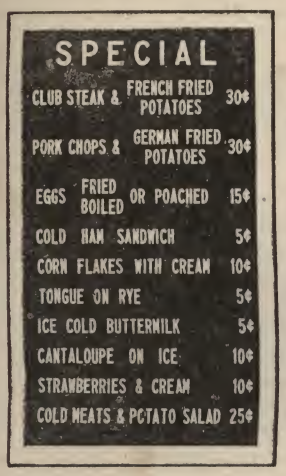
CHANGEABLE SIGNS

FOR USE WITH METAL LETTEFS

These signs are made of black oxidized steel with Mahogany frames. The letters are lithographed steel and slide into the steel grooves of the sign.

Any letter may be removed or inserted without disarranging the others.

The first size is the width. The second size is the height of the sign.

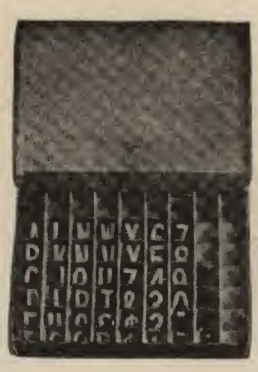


Style 300

	Quantity and size of letters			
22x12	250	1½″	----------	$ 6.50
17x20	250	1½″	----------	6.50
17x28	450	1½″	----------	10.25
22x22	450	1½″	----------	10.25
22x38	690	1½″	----------	14.50
32x45	(220 (450	2″) 1½″)	--------	24.00

The above prices include an assortment of letters and figures as stated in the center column.

Each sign is equipped with wire easel.



Metal Changeable Letters

The letters, figures, periods, commas, etc., may be purchased in any quantity or in full sets.

Style 306

Size	Each	Set
½ inch	$ .03	$3.00
1½ inch	.03	3.00
2 inch	.05	3.60
3 inch	.06	4.20

Quantity in each set

Size	Quantity	Size	Quantity
½ inch	250	2 inch	220
1½ inch	250	3 inch	160

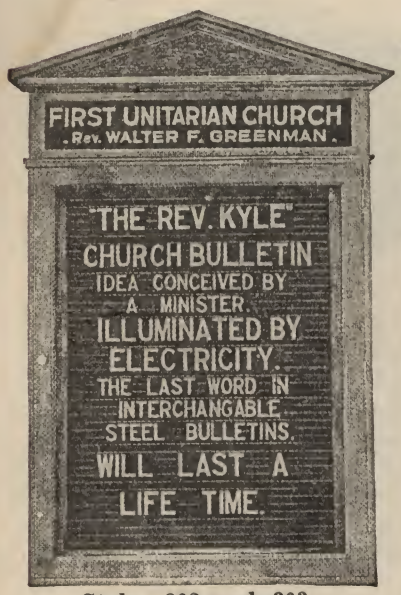
The ½ inch letters cover one bar. 1-1/2 inch letters cover two bars. 2 in. letters cover three bars, and 3 inch letters cover four bars.
The letters are white on black ground.

CHANGEABLE SIGNS FOR OUTDOOR USE

Oak Cabinets with removable sign sections and hinged glass doors complete with lock

These beautiful bulletins are very ruggedly constructed and stand many years of hard use. The sign sections are removable thus permitting the changes of inscriptions to be made indoors.

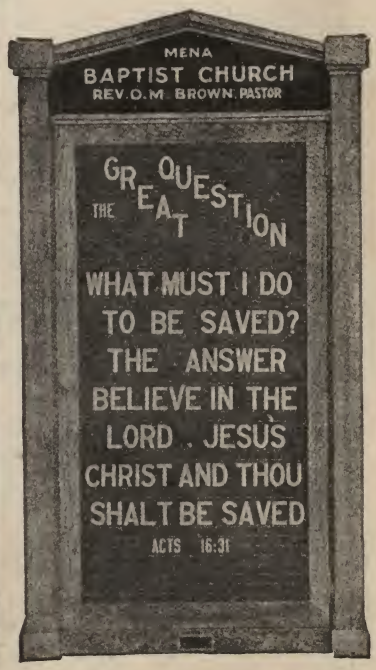
The boards may be attached flat against the wall or mounted in the lawn on four by four inch posts.



Styles 302 and 303

The REV. KYLE MODEL, Style 303, is a DAY and NIGHT Bulletin. The name of your Pastor, Church and the bulletin can be read NIGHT or DAY. This style is wired on the inside, ready to connect to your regular lighting service.

Style 304



Style 305

Overall Size Style	Height	Width	Letter and Figure Equipment	Price
302	70 inch	36 inch	450-1½ in., 450-2 in., 110-3 in.	$87.00
303	72 inch	44 inch	450-2 in., 110-3 in.	89.00
304	55 inch	30 inch	260-1½ in., 220-2 in., 110-3 in.	66.00
305	50 inch	26 inch	450-1½ in., 450-2 in.	60.00

The above quotations includes the inscription in the upper panel. Do not fail to state this inscription when ordering.

EXIT SIGNS

Style 105

Will comply with the ordinances of almost all cities and states.

Proper holes are punched in the bottom for gas, electricity or oil lamps.

Six inch white letters on translucent red background.

The metal boxes are finished in black air dried lacquer and constructed so that the glass front can be easily removed for cleaning.

	Each	Doz.
Glass only, 10″x8″, without boxes	$1.00	$8.00
Boxes only, 10″x8″, without glasses	1.50	15.00

Standard size is 10″x8″; special sizes and ornamental styles can be made to order, state quantity.

See page thirty-nine for metal EXIT signs.

TRANSFERS FOR GLASS

Gold letters and border, black ground.

Style 114
Size 5½″x3″

Can be attached to glass by anyone in a few minutes. Complete directions are printed on the back of each transfer.

30c each. $2.75 per dozen. $15.00 per hundred. Shipping weight, one to one hundred signs, one pound.

See pages twenty-three, twenty-nine and forty-four for enamel, brass and glass plates.

"BLACK OXYDON FINISHING"

We can unhesitatingly recommend "BLACK OXYDON FINISHING" for backing glass signs; for painting frames; wood and metal letters and for any purpose requiring a durable black paint.

Sold only in quart, friction top cans.
No. 190 ---------- Per quart $0.90
Shipping weight 6 pounds.

FIRE ESCAPE SIGNS

Will comply with the ordinances of almost all cities and states.

The metal boxes are finished in black air dried lacquer and constructed so that the glass front can be easily removed for cleaning.

Style 106

Proper holes are punched in the bottom for gas, electricity or oil lamps.

Six inch white letters on translucent red background.

	Each	Doz.
Glasses only, 18″x8″, without boxes	$1.75	$13.50
Boxes only, 18″x8″, without glasses	2.50	24.00

Standard size is 18″x8″. Special sizes and ornamental styles made to order, state size and quantity.

See page thirty-nine for metal FIRE ESCAPE signs.

OPTICIANS SIGNS

Transfers for Glass

For show cases, windows and electric signs.

Complete details of the "Eye" in natural translucent colors.

Can be attached by anyone. Directions are printed on the back of each transfer.

Very attractive window signs can be made when used with the foil letters listed on pages twelve and thirteen.

Style 118

Size	Each	Dozen
6x4¾ inch	$0.45	$4.50
12x9 inch	.95	9.00
18x14 inch	1.40	13.50

Shipping weight: one to four signs, one pound.

When ordering state which "Eyes" are desired, right or left. The illustration is a right eye.

See page eight for Convex Glass Eye Signs.

REX METAL POLISH

To keep metal signs in good condition, it is necessary to use a polish that does not contain acid or coarse abrasives. After testing thoroughly many kinds of polish, we selected REX metal polish because of the ease with which it enables the user to polish badly tarnished metals of all kinds.

All hand polishing done by our workmen is with REX.

REX METAL POLISH contains no acid or coarse abrasives. It will polish metal like new and will not injure hands or clothing.

No. 146

	Each
Handy half pint cans	$ .25
Pint cans	.40
Quart cans	.70
Half gallon cans	1.20
Gallon cans	1.75

Special prices on quantities, one dozen or more.

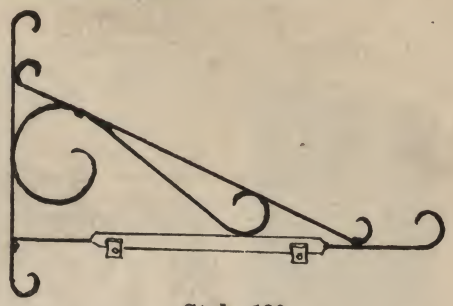
EQUIPMENT AND HANGING SIGNS

ORNAMENTAL, IRON BRACKETS

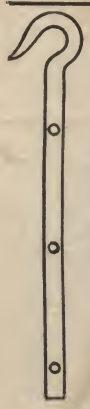
Spotwelded joints and end plates. Equipped with one loose hook and one fixed hook. The sizes are the overall length of the brackets.

Length	Each
12 inch	$0.80
18 inch	.90
24 inch	1.00
30 inch	1.40
36 inch	1.60

Discounts on quantities of 12 or more, one size.
Larger sizes quoted on application



Style 130



No. 131

HANGERS

For use with pipe booms and rods for electric, metal, wood, etc., swing signs.

Length	Each
24″ For 2 ″ pipe	$0.56
18″ For 1½″ pipe	.40

Discounts on 10 or more one size.

PIPE CLAMPS

For one inch pipe

Size, inches	Each
1¼ x 3/16	$0.14

Discounts on quantities of 100.

No. 134

"S" HOOKS

Galvanized

No. 132

	Each	Hundred
3/16″	$0.03	$1.40
¼″	.04	1.80
5/16″	.05	2.40

Discounts on quantities of 250 of one size.

See page 58, No. 92H for small, brass "S" hooks.

PIPE CLAMPS

For one inch pipe

No. 135

Size, inches	Each
1¼ x 3/16	$0.08

Discounts on quantities of 100

"U" BOLTS

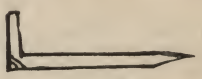
No. 133

Size	Each
⅜ x 2x4 inches	$0.12

Discounts on quantities of 100

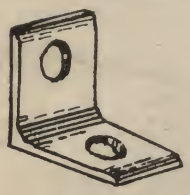
WALL HOOKS

⅜ inch round stock



No. 136

Length	Each	Hundred
3 to 6 inch	$0.06	$4.70



No. 137

WALL ANGLES

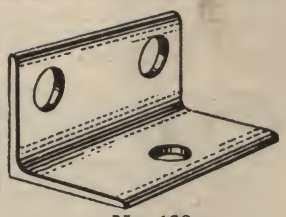
Size, inches	Each
2½x2½ x 2x3/16	$0.12

Discounts on quantities of 100

WALL ANGLES

Size, inches	Each
2¼x2½ x 4x3/16	$0.14

Discounts on quantities of 100



No. 138

WALL ANGLES

Size, inches	Each
1½x¼ x 2x6	$0.12

Discounts on quantities of 100

WALL PLATES OR SIDE IRONS

Size, inches	Each
[illegible] x3/16	$0.08

[illegible]ounts on quantities of [illegible]0

No. 140

IF YOU DESIRE TO HAVE [illegible] 8, 10 and [illegible] SHIPPED BY PARCEL POST, DO NOT FAIL TO INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER THE POSTAGE CHARGES. IF ANY BALANCE REMAINS, IT WILL BE REFUNDED WITH OUR INVOICE.

PRACTICAL ART

For the Practical Man

A complete textbook on commercial art, illustrating, designing and cartooning for the Beginner and the advanced worker.

No. 221

For convenience the contents are arranged in the form of eighty-six lessons; covering scenic sketches, the human figure, animals, birds, etc.

The size of the book is 7¾x10¾ inches and is handsomely bound in de luxe cloth.

236 PAGES — MORE THAN 225 ILLUSTRATIONS.

Price $5.00

Shipping weight 2 pounds.

Simplified Show Card Writing

For Beginners, by Tom Kelley

$1.00 Postage 10c

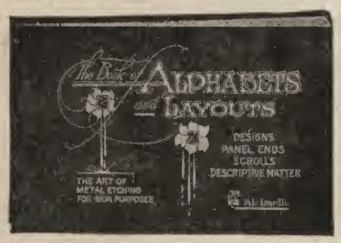
CONTENTS

Upper Case Gothic Alphabet as Made with Ball Point Pens—Lower Case Gothic Alphabet and Comparisons with Upper Case—Block Strokes on Gothics Showing Versatility of Alphabets—Marking the Roman Alphabet with Text-Writers' and Modern Pens—Italic Alphabet Quickly Made, an excellent Contemporary of Roman — One-Stroke Brush Gothics, Applying Principles Used for Pen—Thick and Thin Brush Alphabet, Adaptable for Use with Gothic—Honor Thy Profession—Tricks and Pointers—Ready Reference Buyers' Directory.

No. 227

Size of book, 7¼ x 4¼ inches.

ALPHABETS AND LAYOUTS



No. 222

A valuable book for layout work! Not merely a reference, but a book for the practical man.

Contains 176 pages, 109 alphabets and 100 layouts showing the entire range of sign, showcard and bulletin alphabets in plate form. With each alphebet and design is a descriptive text. Also contains a section on the "Art of Metal Etching."

This book must be read and studied to be appreciated.

Price $4.00 Shipping weight two pounds.

HOW TO MIX COLORS

By Bustanoby

A practical book for mixing oil colors to obtain standard and popular hues in as practical a manner as possible. Great thought has been given to the permanency of the shades. The colors have been matched with Standard Color cards issued by the Textile Color Card Association of America. The book is 4½ inches x 6 inches, contains 57 pages, 139 color combinations and the results of sixty tests for the most legible contrasts of color for show cards and signs.

Price 50c
Postage 10c

No. 229

How To Paint Signs and Show Cards

No. 225

Puts "PEP" in your sign and show card work. Contains: Silk screen process; Composition and "Layouts" of signs; Color combinations; How to Mix Paints; The Brushes and Pens for Show Cards and Window Signs, Banners, and Wall Work; Instructions for Gilding; Commercial Art; Tricks of the Trade and Short Cuts.

Price $1.25
Postage 10c

COLOR MIXING GUIDE

For Painters, Decorators, Show-Card Writers, Artists, Art Instructors, Students, Pressmen, Assistants, Photo-Engravers, Lithographers, and School Children.

"Color Mixing Guide" is just as necessary as the Printing Press or Painter's Brush.

Nature furnishes yellow, red and blue; "Color Mixing Guide" shows how to obtain all known colors and tints from them.

To obtain a certain shade requires certain proportions of the different colors. The only difference is in the mordant or fixer which holds the pigments together on the diffe[illegible] se a[illegible]ects to be pa[illegible] new and [illegible]nted.

No. 226

Handy ha[illegible]000 colors may be obtained from
Pint cans[illegible]e, black and white.
Quart can[illegible]
Half gallo[illegible]et Size—72 pages—Leatherette
Gallon cans[illegible]
Spe[illegible] $1.00 Postage extra

BOOKS CANNOT BE EXCHANGED OR RETURNED FOR CREDIT

ELECTRICAL ADVERTISING

By C. A. Atherton, Electrical Sign Expert

This book has a wide scope over the electrical advertising field. It contains a wealth of data and many tables for the electric sign manufacturer and salesman who will find it a splendid guide.

No. 223

"Electrical Advertising" is De Luxe bound, size 5½x8 inches, and is profussely illustrated.

Price $5.00

Shipping weight, two pounds.

LETTERING for COMMERCIAL PURPOSES

By Wm. Hugh Gordon, A Master Craftsman

No. 220

This book has been published to meet the requirements of today for practical lettering on signs, showcards and bulletins. "Lettering for Commercial Purposes" will be constantly referred to for new ideas by the owner. It is a complete, non-technical manuel of instruction.

Contains 176 pages and more than 200 illustrations.

Price $3.50. Shipping weight two pounds.

COMMERCIAL ART AND CARTOONING

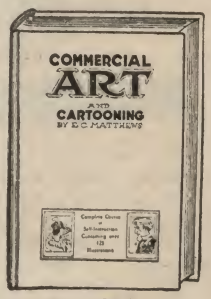
By E. C. Matthews

COMMERCIAL ART and CARTOONING is 5x7½ inches in size, contains 15 chapters and over 125 illustrations; is printed on coated paper and bound in cloth with attractive jacket in colors.

The Course is designed to lead you from the simplest elementary drawing to the higher branches of illustration, and is more complete and up-to-date than some courses selling at many times the price of this book.

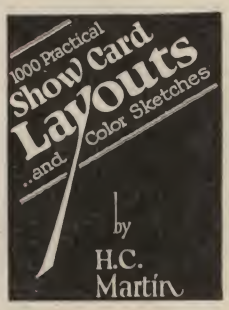
Price $1.25

Shipping weight 2 pounds.



No. 224

SHOW CARD LAYOUTS



No. 228

A practical book for the advanced show card writer and for the beginner.

Two hundred forty pages of valuable information.

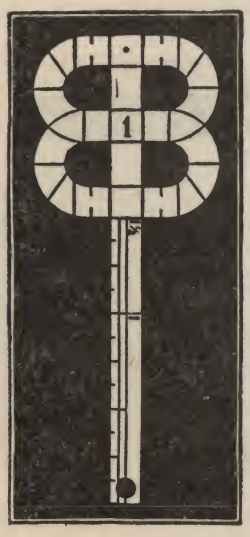
Eight-one interesting chapters that will increase the demand for your work.

One thousand Show Card Layouts and colorsketches

Price $5.00

BOOKS CANNOT BE EXCHANGED OR RETURNED FOR CREDIT

MASTER LETTERING KEYS



No. 700

Exact size; used for making 1 inch letters and figures.

This unique invention enables anyone to design and letter show cards, signs and posters without training.

With a little practice anyone can draw more than fifty sizes and styles of letters and numbers.

More than 80% of the various styles of English letters can be reproduced with one of these "KEYS."

The twenty page book of instructions, included with every order, enables anyone with a slight amount of practice to lay out sign work.

The one, 1½ and two inch sizes, stamped from heavy aluminum, are sold only in sets, packed in a neat leather case.

The three inch size made of heavy aluminum is sold separately or with the set of three small sizes.

Larger sizes: four, five, six, eight, ten and twelve inch sizes which are made of laminated wood, 1-8 inch thick, are sold separately or in a complete set of six.

Set of: 1, 1½ and 2 inch, in leather case,	per set	$1.50
3 inch	each	.75
Set of: 1, 1½, 2 and 3 inch	per set	2.00
4 inch	each	1.00
5 inch	each	1.25
6 inch	each	1.50
8 inch	each	1.75
10 inch	each	2.00
12 inch	each	2.25
Set of: 4, 5, 6, 8, 10 and 12 inch	per set	9.00

SHIPPING CHARGES will be PREPAID by us to any part of the United States if full remittance is made with order.

No. 700

Vest pocket leather case containing 1, 1½ and 2 inch instruments.

HARRISON'S CUTTERS AND FITCHES

Vulcanized in Rubber

Harrison's Cutters and Fitches are noted for their fine working qualities and long life. They have been popular with the sign craft for years and are used by the best men in the country.

If you have never used them, give them a trial and we are confident that you will continue to use HARRISON'S CUTTERS AND FITCHES.

HARRISON'S WHITE LETTERING FITCH

Vulcanized in Rubber

Style 3000

The finest Fitch made. Especially designed for bulletin work. Made of White French Bristle with a long chisel, beautifully shaped to a clean sharp edge.

Size	Length Out	Each	Dozen
¼″	9/16″	$ .40	$4.20
½″	13/16″	.53	5.60
¾″	15/16″	.67	6.72
1 ″	1 1/16″	.87	8.40
1¼″	1 3/16″	1.13	11.20

HARRISON'S SUPER WHITE FITCH

Vulcanized in Rubber

This Fitch has more stock—is "Longer Out"—and the chisel is not quite as deep as the White Lettering Fitch.

A high grade brush for both bulletin and wall work that will hold its edge and give long service.

Style 3001

Width	Length	Each	Dozen
¼″	¾″	$ .33	$2.93
½″	1 ″	.47	4.57
¾″	1¼″	.53	5.36
1 ″	1½″	.67	6.48
1¼″	1¾″	.80	7.56
1½″	1⅞″	1.00	9.75
2 ″	2⅛″	1.33	13.38

HARRISON'S WHITE BRISTLE BULLETIN CUTTERS

Vulcanized in Rubber

This is the best Cutter on the market. All pure White Bristle with a deep chisel. A beautifully made Cutter for the man who delights in a fine brush.

Style 3005

A BRUSH WE HIGHLY RECOMMEND

Width	Length Out	Each	Dozen
1 ″	1½″	$ .53	$5.60
1½″	1 15/16″	.86	8.40
2 ″	2⅛″	1.33	13.44

HARRISON'S GREY BRISTLE CUTTER

Vulcanized in Rubber

For wall work—Stiffer stock than the white Cutter. A well made Cutter with a long chisel—shaped to a good edge. This brush is noted for its long wearing qualities under hard work.

Style 3006

Width	Length Out	Each	Dozen
1 ″	1¾″	$ .40	$4.08
1½″	2 ″	.53	5.12
2 ″	2¼″	.66	6.85

CAMEL HAIR LETTERING

SQUARE EDGE — GRUMBACHER BRAND

Style 3050

A long stock brush set in round tin ferrules on polished cedar handles. Especially adapted for Japan color lettering.

Size	1	2	3	4	5	6	7	8	9	10	12
Length	13/16″	⅞″	15/16″	1″	1 1/16″	1⅛″	1 3/16″	1¼″	1-5-16″	1 7/16″	1 9/16″
Each	$ .20	.22	.23	.24	.26	$ .28	.31	.34	.38	.40	.51
Dozen	2.20	2.30	2.40	2.50	2.60	2.80	3.10	3.40	3.80	4.00	5.10

SWORD STRIPERS

Style 3015

A High Grade Camel Hair Brush — Silk Bound — No wire to catch on rag when cleaning.

Size	Each	Dozen
0 For very fine lines	$ .29	$2.90
1 For medium fine lines	.32	3.20
2 For medium lines	.35	3.50
3 For heavy lines	$ .40	$4.00
4 For very heavy lines	.43	4.30

CAMEL HAIR LETTERING QUILLS

Grumbacher Brand

Style 3030

Finest French Quality Camel Hair in wire bound ring pressed quills.

The wire binding is bent toward the hair so that it will not catch in the cloth when cleaning.

Size No.	1	2	3	4	5	6	7	8	10	12
Length	¾″	¾″	13/16″	⅞″	1″	1 1/16″	1⅛″	1 5/16″	1⅜″	1 7/16″
Each	$ .12	.13	.17	.23	26	.30	.35	.39	.48	.58
Dozen	1.20	1.30	1.70	2.30	2.60	3.00	3.50	3.90	4.80	5.80

CAMEL HAIR LETTERING BRUSHES

In Quills—Square—Grumbacher Brand

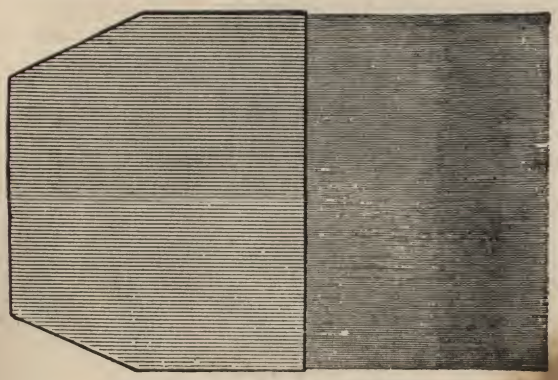
Style 3031

Super Quality—Green, Rose and Silver bound

Size	1	2	3	4	5	6	7	8
Length	¾″	¾″	¾″	1″	1″	1¼″	1¼″	1¼″
Each	$.08	.08	.09	.10	.12	.14	.16	.18
Dozen	.85	.85	.95	1.00	1.20	1.40	1.60	1.80

HANDLES FOR QUILLS—1c each, 10c per Dozen.

CAMEL HAIR GILDERS' TIPS



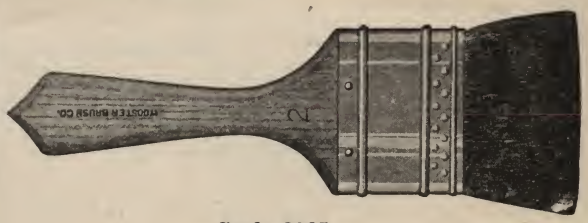
No. 3010, SINGLE THICK
No. 3011, DOUBLE THICK

Four inches wide

Length Out	1½″	2″	2¼″	2½″
Single Thick	$.30	$.40	$.45	$.50
Double Thick	.60	.66	.73	.80

To obtain dozen price, multiply each price by ten.

CAMEL HAIR MOTTLERS



Style 3025

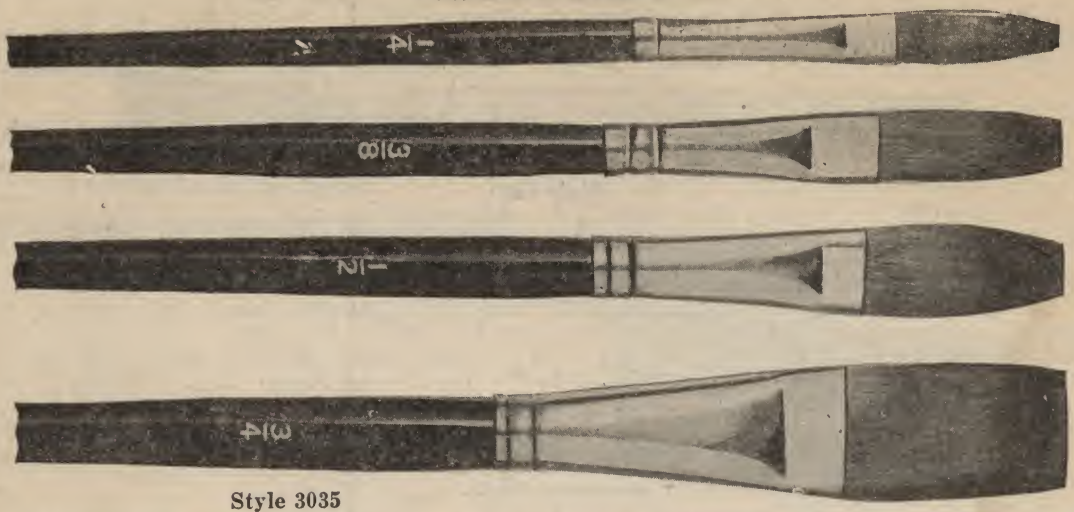
Tin ferrules, nailed through and clinched. Short cedar handles.

Width	½″	¾″	1″	1½″	2″	2½″	3″
Length	1″	1″	1″	1 1/16″	1 5/16″	1⅜″	1½″
Each	$ .24	.32	.36	.51	.67	1.07	1.33
Dozen	2.40	3.00	3.65	4.85	7.25	10.90	13.80

State width when ordering.

CAMEL HAIR WON-STROKE

Vulcanized in Rubber



Style 3035

As these brushes are VULCANIZED IN RUBBER, they may be used in lacquers which would soon destroy the ordinary brush.

Width	1/8″	1/4″	3/8″	1/2″	5/8″	3/4″	7/8″	1″	1 1/4″	1 1/2″
Each	$0.24	.24	.28	.31	.34	.46	.48	.54	.99	1.34
Dozen	2.40	2.40	2.80	3.10	3.40	4.60	4.80	5.40	9.90	13.40

ROUND RED SABLE

Show Card Brushes

Style 3040

These brushes are manufactured with great care and are designed especially for show card writing.

Short Polished Cedar Handles.

Nickel Plated Seamless Ferrules.

Size	1	2	3	4	5
Length	7/16″	1/2″	17/32″	9/16″	19/32″
Each	$0.21	.24	.25	.27	.32
Dozen	2.30	2.50	2.60	2.70	3.20

Size	6	7	8	9	10	12
Length	5/8″	21/32″	11/16″	3/4″	13/16″	15/16″
Each	$0.36	.44	.48	.54	.75	1.08
Dozen	3.60	4.40	4.80	5.40	7.50	10.80

STATE SIZE NUMBER WHEN ORDERING

RED SABLE "RIGGERS"

Show Card Brushes

Style 3045

Round Polished Handles—Nickle Plated Ferrules.

Size	1	2	3	4	5
Length	7/16″	1/2″	9/16″	5/8″	11/16″
Each	$0.22	.23	.24	.28	.31
Dozen	2.40	2.50	2.60	2.80	3.10

Size	6	7	8	9	10	12
Length	11/16″	3/4″	3/4″	13/16″	7/8″	15/16″
Each	$0.35	.38	.43	.44	.52	.67
Dozen	3.50	3.80	4.30	4.40	5.20	6.70

STATE SIZE NUMBER WHEN ORDERING

KINDLY INCLUDE A SUFFICIENT AMOUNT IN YOUR REMITTANCE TO COVER PARCEL POST CHARGES. IF YOU REMIT TOO MUCH WE WILL REFUND THE BALANCE.

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OUR ELECTRIC SIGN

MANUFACTURING DEPARTMENT
IS AT YOUR SERVICE

ILLUMINATED BULLETIN BOARDS
INTERIOR ELECTRIC SIGNS
HANGING ELECTRIC SIGNS
ELECTRIC WINDOW SIGNS
CANTEEN GLOBE SIGNS
DIRECTIONAL SIGNS
FIRE ESCAPE SIGNS
OPAL GLOBES
EXIT SIGNS

See Pages 24 to 28.

The Commonwealth Edison Company has offered constant rate reduction from time to time since 1886 and because of these voluntary reductions you are able to purchase nearly five times as much electrical energy for one dollar as you could in 1886. In addition to this saving, the lamp manufacturers have increased the efficiency of the electric light bulbs to such an extent that the lamp you use today furnishes nearly seven times as much light for the same amount of electricity as the lamp of 1886.

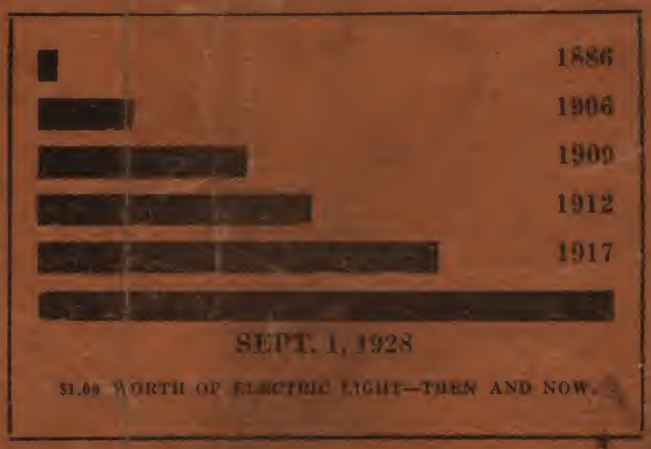
Considering these two combined savings we find that the merchant of today receives thirty-two and one-half times as much electric light for his dollar as did the merchant of 1886.

In addition to this, the life of the lamp has been increased to the extent that a lamp now lasts five times as many hours as it formerly did.

As a result of this great reduction in the cost of electric light the merchant of today finds this a most economical means of advertising and sales building.

Remember that less than 4 cents will buy as much light today as one dollar would thirty-two years ago. While less than 5 cents will buy as much electric light for your sign and store as one dollar would 20 years ago and less than 68 cents will buy as much as one dollar would 10 years ago.

Courtesy of "Edison Commercial News," Chicago.



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